

THE PHENOMENON OF SHARENTING IN CYBERWORLD: A CASE STUDY OF YOUNG MOTHERS WITH EARLY CHILDREN

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Abstract

The activity of immortalizing every moment in every activity or event is a common thing for parents, especially mothers. There are many factors that make a mother carry out this activity. In the very rapid development of technology, the activity of sharing your child's moments is carried out in cyberspace, known as sharenting. The practice of sharenting certainly experiences two opposing things, namely pros and cons. Moreover, when mothers decide to use certain social media to practice sharenting with several considerations. This research uses qualitative research with a case study approach. The data collection techniques used observation techniques and in-depth interviews with each informant. The informants in this research were 3 young mothers from the millennial generation, aged 26 to 32 years, who had been blessed with children from their marriage. This research was conducted for 6 months. For data analysis techniques, researchers used 9 stages of Collaizi analysis. The research results show that there are several reasons for informants to practice sharenting and certain reasons for choosing social media to use as sharenting practice. Namely as a form of immortalizing moments of togetherness between children and parents, apart from that, it is also to provide parenting education to all existing parents, especially parents who have minimal knowledge about parenting, one of which is due to unequal levels of education.

Keywords: *sharenting phenomenon; social media; early childhood.*

Abstract

Kegiatan mengabadikan setiap momen dalam setiap kegiatan atau peristiwa adalah hal yang lumrah dilakukan orang tua terutama Ibu. Banyak faktor yang menjadikan seorang Ibu melakukan kegiatan ini. Pada perkembangan teknologi yang sangat pesat kegiatan membagikan momen si buah hati dilakukan pada kehidupan dunia maya yang dikenal dengan istilah sharenting. Adanya praktek sharenting tentu mengalami dua hal yang saling berlawanan yaitu pro dan kontra. Terlebih lagi ketika Ibu memutuskan menggunakan sosial media tertentu untuk melakukan praktek sharenting dengan beberapa pertimbangan. Penelitian ini menggunakan jenis penelitian kualitatif dengan pendekatan studi kasus. Adapun teknik pengumpulan data menggunakan teknik observasi dan wawancara mendalam kepada masing-masing informan. Informan dalam penelitian ini adalah 3 orang ibu muda generasi millennial dari rentang usia 26 tahun sampai 32 tahun yang telah dikarunia anak dari hasil pernikahan mereka. Penelitian ini dilakukan selama 6 bulan. Untuk teknik analisis data peneliti menggunakan 9 tahapan analisis Collaizi. Hasil penelitian menunjukkan bahwa ada beberapa alasan informan melakukan praktek sharenting dan alasan tertentu memilih sosial media yang digunakan sebagai praktek sharenting. Yaitu sebagai bentuk mengabadikan momen kebersamaan anak dan orang tua, selain itu juga untuk memberikan edukasi parenting kepada seluruh orang tua yang ada terutama orang tua yang memiliki pengetahuan yang minim terhadap pengasuhan salah satunya karena tingkat pendidikan yang tidak sama.

Kata Kunci: fenomena berbagi; media sosial; anak usia dini.

INTRODUCTION

Being together with their children is a very special moment for both parents. Therefore, many parents immortalize these moments, arguing that the memories will never be repeated. In the past, capturing moments of togetherness or happiness with children was done conventionally, such as taking them with a camera, printing them, and collecting them into an album. For togetherness that is immortalized in audio form, parents will use a voice recorder that can be stored on cassettes or VCDs (Gunawan, 2023). Although in its early development, technology was more often used to share more general things, such as health information shared by medical institutions (Yan, Yan, Tan, & Sun, 2019) and the education sector, from early childhood education to higher education (Sharma & Behl, 2022), (Daly, Supovitz, & Fresno, 2019), now due to rapid technological advances, social media is also used as a means to share happy moments with children and as a means to store moments with their children (Hasanah & Purnama, 2020).

The rapid development of science and technology certainly has an impact that cannot be underestimated in culture and everyday life because of the cultural shifts and lifestyle changes that never existed in past generations, but instead exist and are difficult to avoid in the present, resulting in the emergence of many new stigmas in society (Fina Salsabila Latif, 2023). Based on research that has been conducted, it is stated that in adolescence, the use of science and technology has begun to be loved by teenagers who are growing up (Ohannessian & Vannucci, 2021), even young people who are just entering their early years (Gordon & Ohannessian, 2023). This is also the biggest cause and factor why *sharing*. This is identical to what young millennial mothers do, one of the reasons is their involvement and dependence on social media from an early age.

This makes social media a new challenge in the era *society 5.0* (Geurin, 2023). The role of the digital world in the era *society 5.0* is difficult to separate from active human life. Many things can be shared through social media. In fact, social media has paradoxically impacted children's well-being (Yap & Lim, 2023), regulating how children behave daily (Papadopoulou, Makri, Pagkourelia, Kombiadou, & Gaspari, 2023). However, when used appropriately, social media can become a peaceful space that has a profound impact on children's development (Naseem, Arshad-Ayaz, & Doyle, 2017).

Nowadays, one of the moments of togetherness between parents and their children is not only used for personal consumption but is more widely considered as... *trends* so that many parents share moments together with their children on social media. This phenomenon is known as *sharing*. *Sharing* is a series of activities carried out by parents using social media to

share various information related to their children. This information is not only in the form of photos or videos but also text descriptions or sentences containing information about daily activities (Ramadhanti, Hidayat, & Yudhapramesti, 2023). Generally, these activities *sharing* This is often done by women, such as millennial mothers. However, many mothers will also involve their immediate family, including photos and videos of the father, as a way of sharing their child's growth. The father's involvement in their child's development contributes to the child's perfect development (Datchi, 2017).

Term *sharing* It was first introduced by Steve Leckart in May 2012, a writer for The Wall Street Journal. According to him, *sharing* consists of two syllables, namely *share* And *parenting* which means sharing parenting patterns (Hasanah, 2021). *Sharing* is sharing parenting activities between one parent and another, the things included in it are not only moments of togetherness and fun with children but also how parents spend valuable time with their children, what parents teach their children and how parents teach children about solving life's problems which are summarized in a simpler way so that children can easily understand it (Schmidt & Alasuutari, 2023).

The role of a mother in a family cannot be ignored. Therefore, this is a crucial issue and must be carefully considered. Parents must pay attention to several factors to ensure their child's mental development and maturity, including the mother's mental and emotional stability (Harris et al., 2023). A mother's mental instability can have detrimental effects if not addressed promptly, and can even have long-term consequences, such as transmitting negative emotions to the child (Giallo et al., 2018). Closeness between parents and children provides an opportunity for parents to develop a closer relationship and understand each child's individual personality. This can help prevent undesirable outcomes, such as bullying and harassment. *bullying* which is currently rampant in cases of early childhood (Cui & Liu, 2020).

There are many motives and reasons why parents carry out this practice. *sharing*, not only as a moment to share and immortalize the togetherness of parents and children but also to make the child famous (Putra & Febrina, 2019), and make this an opportunity to earn additional income (Ranzini, Newlands, & Lutz, 2020), which is obtained from the results *endorsement* towards a product from collaboration with a brand where parents receive income or payment from the brand that has been promoted, usually *endorsement* If the product they want to offer involves more young children, many brands and parents are incorporating children into their services (Ramadhan, Naswandi, & Herman, 2020). Another motive is as a means of channeling and managing the mother's emotions or feelings, as uploading photos or videos allows the mother to receive support from others through social media (Maureen Audina

Sitorus, 2023).

Steinbers (2017) explains that sharenting is an activity that depicts parents sharing moments and events in life that are shared online. *online*. Basically sharing moments of togetherness with children on media *online* is a natural thing (Gunawan, 2023). Activities *sharing* It's very easy to do, namely by uploading photos and videos of children, even before they are born, to social media, including the child's growth and development process from an early age until they become adults (Anak & Akun, 2020). Posting various kinds of children's activities, both in the form of photos and videos, to social media so that they can be seen by everyone, even from various parts of the world, is no longer an unusual routine among social media mothers or young mothers of the millennial generation (Lazard, 2022).

Phenomenon *sharing* closely related to the use of technology, it is not surprising that the practice *sharing* Targeted at young millennial mothers. Millennial mothers assume that social media is an effective medium for storing various activities. This is supported by an interview with a young millennial mother with the initials KHN. KHN explained that social media is more *simple* and it doesn't cost much if you have to use it to store photos and other memories, it's effective because it only requires a few quotas or data packages.

Based on the background explanation above, the researcher is interested in studying the phenomenon *sharing* which is currently being done by many young mothers of the millennial generation. Here, researchers will examine why *sharing* many young mothers of the millennial generation do this.

METHODOLOGY

This research uses a qualitative research method with a case study approach. A case study approach is a method of research that explores information or phenomena occurring in a specific case over a specific timeframe and with specific activities. Furthermore, the case study approach gathers detailed information based on information obtained in the field (Wahyuningsih, 2013).

The data collection techniques in this study were obtained through observation and interviews. The interviews used in this study were in-depth interviews or *depth-interview*. In-depth interviews are used to obtain detailed insights into the phenomena or events being studied. This type of interview also aims to uncover previously unseen information based on the informant's explanation (Helaluddin, 2018).

The data analysis technique used 9 stages of Collaizi analysis: first, the researcher read and reviewed all transcripts and interviews in the field. Second, understand all interview results

and compare them with notes obtained from the field. Third, read and re-interpret interview transcripts and field notes without including personal assumptions. Fourth, identify keywords related to the research objectives. Fifth, classify the marked words into several predetermined groups. Sixth, classify the obtained categories into sub-themes. Seventh, classify sub-themes into themes that are in accordance with the research objectives. Eighth, return to the informants for the validation process of the analysis results regarding the themes that the researcher has determined. Ninth is the process of combining the validation data into a complete descriptive narrative by combining the validation results of each informant into a unified descriptive narrative regarding the phenomenon of sharenting. To pay attention to the research results, the researcher paid attention to the validity of the data (Mulyadi, 2009).

RESULTS AND DISCUSSION

The strong emotional bonds formed through parenting activities have made many parents aware of their child's strength and effectiveness in their child's well-being, particularly in education (Murphy, Matthews, Clayton, & Cann, 2021). Therefore, parents need to adapt their parenting style, considering that every child is unique and not all have the same personality (Chan, 2018). Good parenting will impact their growth and development, one of which is stimulating social development. Several impacts of appropriate parenting include increasing independence and adaptability to their surroundings, making it easier for them to form friendships with others, and increasing sociability in social settings (Asriyani, Kamil, Maryani, Mufida, & Diana, 2023).

The existence of a phenomenon *sharing* Of course, it has positive and negative sides. Many people openly state that *sharing* There are pros and cons to this. This naturally begins with parents posting various things, such as showing their children's body parts that should be private, uploading their habits, and so on (Dwiarsianti, 2022). On the one hand, there are those who considers *sharing* As a way to share parenting moments with parents that are considered relevant to the child's development, the assumption is that anyone who views these posts will be able to learn positive lessons from their parenting style for young children. Consequently, the ultimate goal of this phenomenon is to provide parenting styles that will improve each parent's activities. *parenting* towards their children (Abimpaye, Dusabe, Nzabonimpa, Ashford, & Pisani, 2020).

In this study, the informants whom the researcher observed and interviewed were three young millennial mothers aged around 26, 32, and 30. All three have been blessed with children. The first informant in this study was a 26-year-old millennial mother who has been

blessed with an 18-month-old daughter with the initials NC. It is known that NC married in 2022. PracticesharingNC had already known this, as evidenced by NC's explanation when she was a girl that if she had a child in the future, she would create a special social media account for her child, aimed at sharing various moments of the child's daily life. Then, when NC's baby girl had reached 6 months old, it was discovered that NC had created an Instagram account for her child by giving the account her real name, HHK. HHK are the initials of NC's daughter. The researcher asked several related questions.sharing,how necessarysharingdone and prefer social media Instagram, Facebook or TikTok for the sharenting trend.

The second informant is a 32-year-old housewife with the initials AS. AS has been blessed with two children, both girls. Based on interviews and observations with AS, it was discovered that the practice ofsharingIt has long been known by the US and the US is one of those who are pro if the practicesharingAS also revealed that both of his children have personal social media accounts under their names. It was also discovered that both accounts are managed by AS, as the parent, but many of the photos and videos uploaded are also taken directly by the children.

The third informant is a working momwith the initials IF. He has been blessed with two children, the first child is a girl and the second is a boy. The researcher asked the three informants the same three questions. Furthermore, the researcher also observed all the phenomena that occurred, including the parents' routine activities in sharing their children's daily activities. The researcher conducted this research for approximately six months.

The following is an explanation of the questions and answers given by NC when the researcher conducted the interview.

Table 1. Interview results

Parents' Initials	Question	Answer
NC	What are the reasons for choosing to practice?sharing?	This is a way to immortalize memories of being with your little one. Because moments of your little one's growth from infancy to adulthood are unrepeatably and difficult to remember without a digital record.
	Why not choose to keep your	There are also several moments

	child's memories in an album and share them on social media instead?	immortalized in an album, but albums have many obstacles compared to social media, such as high costs, far away places to take photos, and the album has the potential to be lost, damaged, and torn.
	Which one do you prefer to practice? <i>sharing</i> of Instagram, Facebook?	Prefer to use Instagram account than other accounts. <i>"For my Facebook account, I have deactivated it a long time ago, and for TikTok, I am not very popular with that account, as far as I understand, TikTok is widely used for brand endorsements."</i>
	Does your little one have his own social media account too?	<i>"Yes, I intentionally created an account for my daughter, even though she's still young. I sometimes upload photos and videos to it. However, not everyone can access this account because I only allow certain people to see the photos and videos on this account, such as close friends, family, close relatives, or extended family members who are living abroad."</i>
	What are the reasons for using this media over other media?	NC explained that Instagram has a setting feature to share moments only with certain people, such as the "close friend" feature, the private account feature, and "mute story" if you don't want to share content with unwanted people.
AS	What are the reasons for choosing to practice? <i>sharing</i> ?	Want to share memories of your child's growth and development with family who live far away.
	Why not choose to keep your child's memories in an album and share them on social media instead?	<i>"We used to store various moments of our children's growth and development in albums, but because our family has moved house too often, most of the albums were</i>

		<i>lost or even left behind in the old house."</i>
	Which one do you prefer to practice? <i>sharing</i> of Instagram, Facebook?	<i>"I prefer using Facebook because the Facebook feature has a term called "sharing memories or sharing moments" where once a year Facebook will remind its users of moments from the past year that have passed."</i>
	Does your little one have his own social media account too?	<i>"Yes, both of my children have their own Facebook accounts. My eldest child and I take turns uploading photos and videos to it. My second child's account, because he's only 3 years old, is the one who often posts moments of his development."</i>
	What are the reasons for using this media over other media?	AS explained that Facebook has a "memories share" feature that will remind you on your Facebook timeline if it happened on the same date even if it happened 2 or even 3 years ago.
IF	What are the reasons for choosing to practice? <i>sharing</i> ?	There is no special reason, just as a reminder of the moments of your child's growth and development or togetherness with your little one.
	Why not choose to keep your child's memories in an album and share them on social media instead?	<i>"I also save their photos in an album, but if the moment is in video form, the album can't handle it, unlike social media."</i>
	Which one do you prefer to practice? <i>sharing</i> on Instagram or Facebook?	<i>"I prefer using Facebook, because all my friends and colleagues use Facebook compared to Instagram or TikTok."</i>
	Does your little one have his own social media account too?	<i>"No, although I enjoy sharing on Facebook, my husband and I don't allow our two children to have their own social media accounts. My principle is that if our two</i>

		<p><i>children are exposed to gadgets, it will influence them in the future, as my children find it difficult to let go of a tendency once they've become interested in it. So I only share their moments on my personal Facebook account."</i></p>
	<p>What are the reasons for using this media over other media?</p>	<p>IF explained that apart from being a place to share memories, Facebook is also a place to sell online. He does not use online shops like others to sell, but uses Facebook because all his friends and colleagues, from friends at college to colleagues and colleagues on campus, are all connected through Facebook rather than Instagram.</p>

CONCLUSION

Based on the results of the researcher's summary of interviews with informants in the field and the results of observations that the researcher has carried out on each informant for 6 months, it is known that there are main reasons that make young mothers of the millennial generation carry out the practice. *sharing* This is because they want to share moments of their child's growth and development with those far away and as a way to preserve memories for when their child grows up. They argue that using social media is effective in capturing every moment because conventional methods have many drawbacks and disadvantages for young mothers of this millennial generation. Various reasons have been put forward, such as the fact that social media only requires a data plan and can be accessed anywhere and anytime. However, using conventional methods requires dedicated time to print photos and compile them into an album.

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