

# Kontribusi Motif Sharenting dan Trait Extraversion terhadap Sharenting pada Orangtua di Indonesia = Contribution of Sharenting Motives and Extraversion Personality Trait to Sharenting Among Indonesian Parents

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## Abstrak

Sharenting merupakan perilaku orang tua dalam membagikan informasi (berupa foto, video dan kabar terkini) tentang anak-anak mereka di media sosial. Penelitian ini bertujuan untuk mengetahui kontribusi motif sharenting (impression management, parental advice, informative-archiving, social, economic) dan trait kepribadian extraversion terhadap sharenting. Partisipan penelitian adalah 542 orang (23-57 tahun), terdiri dari 32 ayah serta 510 ibu. Penjangkaran partisipan dilakukan dengan metode convenience sampling dan pengumpulan data dilakukan secara daring. Alat ukur yang digunakan adalah SPS (Skala Pengukuran Sharenting), ASMS (Adaptasi Skala Motif Sharenting) dan IPIP-BFM-25 (International Personality Item Pool-Big Five Factor Marker-25). Analisis data dilakukan dengan metode statistik deskriptif, uji beda Mann-Whitney, serta uji analisis regresi berganda. Hasil penelitian menunjukkan bahwa sebagian besar partisipan memiliki perilaku sharenting yang tergolong rendah. Terdapat perbedaan sharenting yang signifikan berdasarkan jenis kelamin, usia, dan tingkat pendidikan partisipan. Penelitian ini menemukan bahwa motif sharenting dan trait kepribadian extraversion secara bersama-sama menjelaskan sebesar 32% varians sharenting. Impression management, informative-archiving, dan economic motives serta trait extraversion secara signifikan berkontribusi terhadap sharenting, tetapi motif parental advice dan social tidak berkontribusi terhadap sharenting. Terdapat keterbatasan penelitian yang disarankan untuk diteliti pada penelitian selanjutnya.

.....Sharenting is parents' behavior in sharing information about their children in the form of photos, videos, and the information on social media. This study examined the contribution of sharenting motives (impression management, informative-archiving, parental advice, social, and economic) and extraversion on sharenting. Participants were 542 parents (23-57 years old), consisted of 32 fathers and 510 mothers. Participants were recruited by convenience sampling method and data were collected online. The instruments were SPS (Skala Pengukuran Sharenting), ASMS (Adaptasi Skala Motif Sharenting), and IPIP-BFM-25 (International Personality Item Pool-Big Five Factor Marker-25). Data were analyzed using the descriptive statistic, Mann-Whitney difference test, as well as multiple regression. The results showed that most of the participants had low level of sharenting ( $M=39.34$ ;  $SD=9.88$ ). There were significant differences in sharenting based on gender, age, and education. This study found that the sharenting motives and the extraversion together explained 32% of sharenting variance. Impression management, informative-archiving and economic motives, as well as extraversion significantly contributed to sharenting, while parental advice and social motives did not contribute to sharenting. There were some limitations that should be studied in the future.