

Kontribusi Motif-Motif, Kesadaran akan Risiko dan Trait Kepribadian Narsisistik pada Sharenting di Indonesia = The Contribution of Sharenting Motives, Sharenting Concern and Narcissistic Personality Trait to Sharenting of Indonesian Parents

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Abstrak

Sharenting mulai dijumpai sejak diciptakannya Facebook pada tahun 2007, 30% orangtua mengunggah satu foto anak mereka ke internet setiap hari dan 92% anak di bawah usia 2 tahun di Amerika Serikat sudah memiliki jejak digital. Di Indonesia gejala ini juga muncul di media sosial. Penelitian ini melihat kontribusi motif-motif sharenting, kesadaran akan risiko sharenting dan trait kepribadian narsisistik terhadap sharenting. Partisipan penelitian adalah 521 orang yang terdiri dari 31 Ayah serta 490 Ibu. Partisipan diperoleh dengan metode convenience sampling dan pengisian kuesioner dilakukan secara daring. Alat ukur penelitian adalah SS (Skala Sharenting), ASMS (Adaptasi Skala Motif Sharenting), SKRS (Skala Kesadaran akan Risiko Sharenting) dan NPI-11 (Narcissism Personality Inventory 11 item). Analisis data dilakukan dengan regresi berganda metode stepwise untuk mendapatkan variabel mana yang paling besar memberikan kontribusi terhadap sharenting. Secara berturut-turut variabel yang berkontribusi terhadap sharenting adalah motif manajemen impresi, trait kepribadian narsisistik, motif ekonomi, kesadaran akan risiko sharenting, motif sosial dan motif saran pengasuhan. Hasil penelitian menunjukkan bahwa sebagian besar partisipan memiliki perilaku sharenting yang tergolong rendah dan kesadaran akan risiko sharenting yang tinggi, namun memiliki tingkat trait kepribadian narsisistik yang tinggi. Hasil penelitian ini dapat dijadikan landasan untuk mengedukasi orang tua tentang kesadaran akan risiko sharenting agar dapat melakukan sharenting dengan bijak.

.....Sharenting began to be found since the creation of Facebook in 2007, 30% of parents upload one photo of their children to the internet every day and 92% of children under the age of 2 in the United States already have a digital footprint. In Indonesia, this symptom also appears on social media. This research looks at the contribution of sharenting motives, awareness of the risks of sharenting and narcissistic personality traits to sharenting. The research participants were 521 people consisting of 31 fathers and 490 mothers. Participants were obtained using the convenience sampling method and filling out the questionnaire was done online. The research measuring instruments are SS (Sharenting Scale), ASMS (Adaptation of Sharenting Motive Scale), SKRS (Sharenting Risk Awareness Scale) and NPI-11 (Narcissism Personality Inventory 11 items). Data analysis was carried out using a stepwise multiple regression method to determine which variables contributed the most to sharenting. Successively, the variables that contribute to sharenting are impression management motives, narcissistic personality traits, economic motives, awareness of the risks of sharenting, social motives and parenting advice motives. The research results showed that the majority of participants had relatively low sharenting behavior and high awareness of the risks of sharenting, but had high levels of narcissistic personality traits. The results of this research can be used as a basis for educating parents about awareness of the risks of sharenting so they can sharenting wisely.