

Sharenting pada Orang Tua Indonesia: Kontribusi Motif Sharenting dan Parental Self-Efficacy = Sharenting among Indonesian Parents: The Contribution of Sharenting Motives and Parental Self-Efficacy

Maya Damayanti, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920561436&lokasi=lokal>

Abstrak

Sharenting adalah salah satu bentuk pengungkapan diri terkait informasi anak dan juga parenting yang dilakukan oleh orang tua di media sosial yang dapat berdampak positif bagi orang tua namun berdampak negatif bagi anak. Tujuan penelitian ini untuk mengetahui kontribusi motif sharenting (parental advice, social, impression management, informative-archiving dan economic motives) serta parental self-efficacy terhadap sharenting orang tua di Indonesia. Studi kuantitatif dilakukan pada 540 partisipan (509 perempuan dan 31 laki-laki, usia 23 – 57 tahun) yang memiliki anak, pernah mengunggah konten terkait anak di media sosial, dan tinggal di wilayah Indonesia. Pengumpulan partisipan dilakukan secara daring dengan menggunakan metode convenience sampling. Alat ukur yang digunakan adalah Skala Pengukuran Sharenting, Skala Adaptasi Motif Sharenting, dan Subskala Efficacy Parental Sense of Competence. Hasil menunjukkan bahwa impression management motives, informative-archiving, economic motives, dan parental self-efficacy secara signifikan berkontribusi terhadap sharenting namun parental advice dan social motives tidak berkontribusi secara signifikan terhadap sharenting. Hasil penelitian ini dapat digunakan para praktisi psikologi untuk memberikan psikoedukasi kepada orang tua terkait sharenting yang aman dilakukan tanpa harus merugikan anak di masa depan.

.....Sharenting is a form of self-disclosure related to child information and also parenting conducted by parents on social media that can have a positive impact on parents but negatively impact the child. The purpose of this study is to find out the contribution of sharenting motives (parental advice, social, impression management, informative-archiving and economic motives) and parental self-efficacy to sharenting among Indonesian parents. Quantitative studies were conducted on 540 participants (509 women and 31 men, aged 23 – 57 years) who had children, had uploaded child-related content on social media, and lived in Indonesia. The collection of participants was conducted online using convenience sampling method. The measuring instruments used are Skala Pengukuran Sharenting, Skala Adaptasi Motif Sharenting, and Efficacy subscale of Parental Sense of Competence. The results showed that impression management motives, informative-archiving, economic motives, and parental self-efficacy significantly contributed to sharenting but parental advice and social motives did not contribute significantly to sharenting. The results of this study can be used by psychology practitioners to provide psychoeducation to parents related to safe sharenting done without having to harm the child in the future.