

THE ROLE OF PARENTS IN WATCHING GENERATION ALPHA ASSISTANCE

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Abstract: *When it is important for parents to maintain the spectacle consumed by children. Judging from the data on mobile users, it is very high. Even from the Ministry of Communication and Information, there are 143.26 million people or 54.68 percent of Indonesia's population using the internet with users aged 13-18 years. Meanwhile, other data from the Minister of Communication and Information Rudiantara revealed that as many as 93.52 percent of internet users, 65.34 percent, are aged 9-19 years. While the latest data from BPS describes data for 2022, as many as 33.44% of early childhood aged 0-6 years in Indonesia are already able to use cell phones, 24.96% of early childhood in the country are also able to access the internet. Parents must be wise in addressing the height of Alpha generation children who were indeed born in the digital era. Of course, people know they have challenges in choosing what to watch. This research uses a descriptive qualitative method which is carried out by observing, interviewing parents who find it difficult to choose shows for their children and parents who experience concerns about children's behavior caused by shows that children see such as YouTube. The results of the study show that not all of the alpha generation are negatively affected by viewing on smartphones and smart TVs. There are other positive impacts, especially if parents play an important role in accompanying children's viewing by conducting parenting mediation.*

Key words: *role of parents, alpha, generation show*

Abstrak: Pentingnya orang tua menjaga tontonan yang dikonsumsi anak. Dilihat dari data pengguna ponsel sangat tinggi. Bahkan dari Kementerian Komunikasi dan Informatika, terdapat 143,26 juta orang atau 54,68 persen penduduk Indonesia menggunakan internet dengan pengguna berusia 13-18 tahun. Sementara data lain Menteri Komunikasi dan Informatika Rudiantara mengungkapkan, sebanyak 93,52 persen pengguna internet, 65,34 persen, berusia 9-19 tahun. Sedangkan data terbaru BPS menggambarkan data tahun 2022, sebanyak 33,44% anak usia dini 0-6 tahun di Indonesia sudah bisa menggunakan ponsel, 24,96% anak usia dini di Tanah Air juga sudah bisa mengakses internet. Orang tua harus bijak dalam menyikapi tingginya anak generasi Alpha yang memang lahir di era digital. Tentu saja, orang-orang tahu bahwa mereka mempunyai tantangan dalam memilih tontonan. Penelitian ini menggunakan metode deskriptif kualitatif yang dilakukan dengan cara observasi, wawancara kepada orang tua yang kesulitan dalam memilih tayangan untuk anaknya dan orang tua yang mengalami kekhawatiran terhadap perilaku anak yang disebabkan oleh tayangan yang dilihat anak seperti YouTube. Hasil penelitian menunjukkan bahwa tidak semua generasi alfa terkena dampak negatif dari menonton di smartphone dan smart TV. Ada dampak positif lainnya, apalagi jika orang tua berperan penting dalam mendampingi tontonan anak dengan melakukan mediasi parenting.

Kata kunci : peran orang tua, alpha, generasi alpha

INTRODUCTION

The alpha generation is the generation born from 2010-2025 who was born in the digital era and of course has an interest in the digital world.

Generation Alpha has a high interest in using gadgets or enjoying shows that can be accessed quickly. Including viewing made via mobile devices, such as the data presented in Kompas, in 2022, 33.44 percent of the early childhood population use wireless devices, as much as 25.5 percent of children 0-4 years or toddlers, and 52.76 percent of the population of children aged 5-6 years. As for those who can access the internet 24.956 percent and more at the age of 5-6 years. The next data was obtained from the KPAI which stated that 98 percent of children aged 6-12 years had used devices. Average use of 6 hours 45 minutes per day to watch videos, play games, use social media, use game applications It's not wrong if the alpha generation is interested in the digital world.

However, it is a wrong understanding if the alpha generation is identified with device users that are used to watch, play games, or only use game applications. This is also due to the lack of understanding by parents of the negative impacts caused by watching the alpha generation. The alpha generation is already able to surf in cyberspace, how are they able to interact in cyberspace, through games, Instagram, tiktok. If from the results of the data presented by the KPAI, it is quite a long time for children's ages that should be limited or *screen time*, such as children aged 0-2 years who should not be exposed to gadgets for zero hours, aged 2-5 years may only have 1 hour. While the above age is at least only 2 hours. The age of children who have been exposed to gadgets from an early age is a golden age for them to grow and develop.

The growth and development of children must be considered physically, emotionally and cognitively. Physical development must also be considered, children should not be obese because children rarely move, besides that children also get sick easily. As one example of a study conducted in Sri Lanka, children get headaches caused by failure to comply with rules for limiting or screen time, this shows that neurologically it will affect *the physique*. In addition, there is also research on what causes children to be emotionally disturbed, children will often have tantrums or get

angry when what they want is not achieved, children will also have low social skills. However, there is another positive side if the parents provide good assistance when the child is playing the device and there are restrictions when playing the device. Parents should also pay attention to other developments, one of which is language development. Children's language development can be maximized, when children get the right stimulation, such as parents often accompanying children and inviting children to communicate, there is interaction between parents and children.

The role of parents is very important for the alpha generation, who are naturally born in the digital era. Parents must have intelligence in monitoring and managing the time of alpha generation. So that the alpha generation is a generation that has digital intelligence such as programming or the ability to use applications that can be utilized in the world of education and the environment. Parental assistance for the alpha generation also aims to maintain the creativity of the alpha generation which must be trained from an early age. We hope that through this research it will be a curative and promotive step for parents to really play a maximum role in assisting the alpha generation. KPAI data shows that 78.3 percent of MI to SMA children see shows of violence which have an impact on negative behavior ¹.

Based on research data and data from research institutes, it is shown that the study of parental behavior and the impact of viewing the alpha generation plays a big role in the growth and development of the behavior of the alpha generation. So, as a curative and promotive step, research on the role of parents in the alpha generation is very important to be known by the general public.

¹ Mutiara Sari Dewi, "Media Elektronik Dan Pengawasan Orang Tua Sebagai Pendidikan Anti Kekerasan Anak Usia Dini Dalam Perspektif Psikologi," *Jurnal Pendidikan AURA (Anak Usia Raudhatul Atfhal)* 2, no. 1 (2021), <https://doi.org/10.37216/aura.v2i1.467>.

RESEARCH METHOD

This research uses a descriptive qualitative approach ². Data collection was carried out by way of interviews and observations which were carried out with the help of a teacher in one of the non-formal educational institutions by observing student behavior, as well as confirming interviews with interviews with parents. This observation was made of 15 children and dominated by boys aged 4-8 years.

Research with a descriptive qualitative approach provides space for researchers to be more flexible in collecting data during interview . Interview were conducted with the children's parents and several children to tell about the shows they had watched or often watched. Direct interviews were also conducted randomly to several children.

Observations made by researchers were carried out by non-participants with the help of informants from teachers who were at tutoring institutions. The depth of the observations made by an informant regarding the behavior that arises when the alpha generation interacts with friends and other behaviors that arise such as aggressive hitting behavior, feelings of fear when going to the bathroom ³.

RESULTS AND DISCUSSION

Types of Cartoons that Have a Negative Impact on the Alpha Generation

The digital era, which is filled with *smartphones* and *smart television*, is a new challenge for parents. Some may find it helpful to have *smartphones* and *smart television* , especially for parents who feel their children are calmer and easier to control so they don't interfere with parental activities. In addition, there are parents who feel that it is helpful for children

² Sugiyono, Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung, Alfabeta, 2016.

³ M.Pd Subakti, Hani, S.Pd. and MPH Priskusanti, Retno dewi, S.ST., *Riset Kualitatif Dan Kuantitatif Dalam Bidang Kesehatan, Media Sains Indonesia*, 2021.

to be able to learn independently by finding shows or through games, children are considered to be learning about something new.

Currently, the alpha generation has the breadth in using technology. The alpha generation uses *smartphones* and *smart television* to play games and watch movies. There are several shows that children often consume, such as:

1. *Long horse* is an animated film featuring the shape of a horse with a long neck and no skin. Appearances coupled with scary music, of course, will affect the emotions of children.
2. *Mommy long legs* is one of the films with antagonists in cartoon films. This film depicts the sole of a woman or mother who has long legs and is red in color. When the show is scary and there are emotions that will eventually be conceptualized in the child's memory. About anger and angry outbursts that can also be imitated by children of the alpha generation.
3. *Huggy wuggy* who has a big mouth with sharp teeth and bulging eyes. Characters with aggressive scenes. The aggressive behavior seen will be an example for children to imitate.
4. *Cartoon cats* are one of the tall, black-haired cats with a spooky impression with a big smile. Some of the behaviors of cartoon cat make a child also imitate the behavior of the cartoon he is watching.

The results of field observation data, children show violent behavior which is carried out with jokes according to the children's version. But if left unchecked it will be dangerous, such as hitting or hurting other friends. While the results of the interviews with the children they often watch cartoons that tell about killing, violence, demon hunters and games about killing. Validation was then carried out on parents, which showed that it was difficult for parents to provide assistance because they were busy. So for watching, parents don't know what their children are watching. While children are able to operate gadgets or smart TV to choose shows that are interesting for alpha generation children.

The cartoons that are consumed by the alpha generation are the result of independent *searching* when viewing on YouTube and sometimes stories between friends while playing. Even watching cartoons that have become a favorite of the alpha generation is also the subject of *deti.com* media, there are 9 cartoons that children are not allowed to watch based on the education office of the city of Bandung, including: siren head, rainbow friends, among us, long horse, mommy long legs, huggy wuggy, kissy missy, happy tree friends, cartoon cats. Some cartoons that have been banned are still an interesting spectacle for children. In fact, for about a month the researchers observed a child who watched longhorse, siren head, cartoon cats and among us cartoons every day. Some of the behaviors that appear are, if the child is angry, he will take a knife. So parents have to hide the knife and put a fork or other sharp object where the child can't reach it. In addition, children are often afraid of going to the kitchen or bathroom or being in the TV room alone. Even when watching, children run several times from in front of the TV and seem to run away from the monster that the child is watching.

The cartoon form that is made has a strange physical form, not like humans or animals in general that children encounter in their daily life. This cartoon also presents easy-to-imitate acts of violence such as stabbing, throwing, screaming. In addition, the eerie sound of music makes the viewing situation even scarier.

When the alpha generation watches in a focused manner, of course it will have an influence on the stored memory. While children are still not able to distinguish with certainty about the shape of creatures that are man-made in cartoon form. The limits of children's imagination and the real world are still unclear and patent.

Negative Impact of Watch Generation Alpha

There are negative impacts from watching children not only through TV including via gadgets, tablets or from other devices connected to *YouTube*, clinically it has also been reported that there are negative impacts

on physical and cognitive development, including children will experience obesity, sleep disturbances, depression to anxiety. Negative impacts that parents should be aware of, such as:

1. Obesity, obesity will be experienced by children who rarely move. Children will have a tendency to sit or lie down. So that not only obesity, motor development will also be hampered. Especially children who have the potential to be fat. Less sleep duration in children will cause having a sleep span of 6-7 hours affecting child obesity.
2. Sleep disorders, children who have experienced *addiction* will have trouble sleeping. Because children will prefer to watch *YouTube*, sleep hours will be less than the ideal child should be. When a child experiences sleep disturbance, it will have an impact on his activities. For example: study hours will decrease, the child's focus will be disturbed, the child will no longer be able to discipline time. In addition, the eyes also lack rest, impacting eye damage, especially those who use *smart phones* for more than 2 hours.
3. Depression can be experienced by the alpha generation, some of the alpha generation will experience emotional disturbances which if left untreated they will experience pressure which results in depression ⁴. Children who are addicted to gadgets or social media will often experience pressure from their parents. This is caused by differences in desire, children want to continue to enjoy shows that are considered interesting, while parents want to stop them. So there will be fights between parents and children. Apart from that, social media users in children also have another danger, namely *cyber bullying* ⁵. Bullying or bullying through social media is sometimes not known by parents.

⁴ Yoga S Anugera, Iga Maliga, and Evi K Gustia, "Pengaruh Penggunaan Gawai Terhadap Sosio Emosional Anak Usia Pra Sekolah Di Paud As-Salam Kabupaten Sumbawa Besar," *Jurnal Kesehatan Dan Sains* 4, no. September (2020).

⁵ Maulidyah Ulfah, *Digital Parenting: Bagaimana Orang Tua Melindungi Anak-Anak Dari Bahaya Digital?* - Maulidya Ulfah, M. Pd.I. - Google Buku, Edu Publisher, 2020.

However, if it has attacked the child's mentality, the child will experience depression.

4. Anxiety is a behavior when a person feels unsure to do something. There is a feeling of worry or fear that is owned. Watching that is not suitable for the alpha generation will also affect children, children experience anxiety when they are in a quiet room. The child's imagination will bring the child to bring up terrible figures. This is due to the spectacle that is often seen in everyday life. So that it sticks in the child's memory. Negative memories stored in the brain will affect the child's behavior. Children will be easily anxious and there is a sense of fear that begins with anxiety.

Parents for the Alpha Generation

There are preventive and curative steps that parents can take to anticipate the viewing and use of digital media by the alpha generation. Parents are a good companion for the alpha generation and become therapists for the addicted alpha *generation* . Parents also have the responsibility to accompany their children to get educational shows. Parents are the foundation for being able to educate their children to develop properly and optimally. It turns out that there is a positive impact from the use of *smart phones* and *smart TVs* . Some of the results of interviews with parents found several things they complained about:

1. Parents find it difficult to control children's emotions

Based on the results of interviews with parents, children's emotions are very difficult to control. Children get angry easily and shout. This is because parents have difficulty stopping their children from playing *smartphones* or watching shows on *smart digital* . Child development is

also not as good as children who are free from *smartphones* or *smart TVs* that provide interesting treats ⁶

2. Parents feel the child is more aggressive

Parents also explained that their child's aggressive behavior was supported by statements from ustaza who teach at guidance institutions. Children play "war" which is considered dangerous and can hurt. Because there are scenes of pushing, hitting and negative behavior will appear. This is in accordance with one of the studies that has an impact on children's social behavior. The emergence of aggressive behavior occurs a lot, even around 78% of the KPAI data shows that children aged elementary to high school have committed this violence.

Media abuse is actually also caused by parents who provide opportunities for children to freely operate *mobile phones* ⁷. This is a mistake that sometimes parents are not aware of, that is the cause of children using *smartphones* or *smartTVs* that cause the alpha generation to feel comfortable and family resilience in adjusting children ⁸.

Apart from complaining about the negative impact of digital use, there are parents who also admit that there are positive impacts:

1. Parents feel that the child gets new knowledge

The alpha generation has new knowledge about new languages and sciences. Alpha generation without hearing from parents, independently discover new knowledge. One that parents tell. Children know about English pronunciation, get to know songs or about types of animals.

2. Parents feel children to be creative

Parents said that certain shows would increase creativity. This creativity can be stimulated through educational shows. Creative viewing will

⁶ Siti Nurul Fajariyah, Ahmad Suryawan, and Atika Atika, "Dampak Penggunaan Gawai Terhadap Perkembangan Anak," *Sari Pediatri* 20, no. 2 (2018), <https://doi.org/10.14238/sp20.2.2018.101-5>.

⁷ Mamnuah Mamnuah and Suryani Suryani, "Ketahanan Keluarga Dalam Mengelola Penyalahgunaan Gawai," *Masyarakat Berdaya Dan Inovasi* 2, no. 2 (2021), <https://doi.org/10.33292/mayadani.v2i2.69>.

⁸ Mamnuah and Suryani.

actually have a positive impact on children being able to explore themselves. However, parents need assistance to be able to hone and strengthen the stimulation that comes from watching children.

3. Parents find it easier for children to be asked to calm down

Parents who have a lot of activities tend to give children the flexibility to use *smartphones* and *smartTVs* . In general, children will be calm at certain events, so parents can focus on the activities that are being carried out. Although, if this is studied, it will stimulate children to return to liking playing *smartphones*.

The positive impact of parents, this is due to the assistance of parents. Parents are already able to control their children to determine *screen time* , it should not be done roughly. There are several ways that must be done by parents, for children to be able to do *screen time*:

1. Parents are forbidden to snap
2. Parents make a deal for shows that can be seen
3. Parents provide assistance

Parents who are successful in accompanying children is one form of solving *problematic internet use* (PIU). There are several terms in parenting assistance to children known as *parenting mediation* which have a positive impact⁹. *Parenting mediation* which consists of several types:¹⁰

1. Restrictive mediation involves rules by limiting the time span and content that children watch.
2. Permissive mediation, this mediation is related to parents giving children freedom to use social media, but there is a technical approach by monitoring activity using certain software.

⁹ Aykut Durak and Hüseyin Kaygin, "Parental Mediation of Young Children's Internet Use: Adaptation of Parental Mediation Scale and Review of Parental Mediation Based on the Demographic Variables and Digital Data Security Awareness," *Education and Information Technologies* 25, no. 3 (2020), <https://doi.org/10.1007/s10639-019-10079-1>.

¹⁰ Norman Darío Moreno-Carmona et al., "PARENTAL MEDIATIONS AND INTERNET USE BY COLOMBIAN CHILDREN AND ADOLESCENTS," *Interdisciplinaria* 38, no. 2 (2021), <https://doi.org/10.16888/INTERD.2021.38.2.18>.

Active mediation (active mediation), parents hold discussions when providing assistance about what is being done when using social media.

CONCLUSION

Based on research results, showing the alpha generation has an extraordinary effect on children's development. There are positive and negative impacts: the negative impact is that there are negative behaviors including being angry, having difficulty setting bedtime, experiencing anxiety that starts with fear. While the positive impact is: the alpha generation becomes more creative, especially when there is assistance from their parents..

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