

Parenting Education and Persuasion of Gender Equality Within the Family on @Latihati

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Abstract. *Internet technology innovations significantly influence various aspects of people's lives, including families. The presence of internet communication technology through New Media can educate and even persuade the community through parenting content. Through this research, researchers describe the phenomenon of parenting education on social media, especially the Instagram platform through @latihati accounts that not only present psychological messages for the growth and development of children but also describe the importance of the presence of the role of adult men and women - in the family frame called Father and Mother. In presenting the message on @latihati, the author saw a spirit of gender equality carried out to maximize the learning pattern. An issue that is still rife in families in Indonesia where the role of mothers looks more dominant, according to un data in 2020. Through a qualitative research approach with discourse analysis, the author presents parenting education on Instagram @latihati. This was conducted through the technique of collecting interview data of @latihati account owner and observation of @latihati content whose message content is based on images and text. The purpose of this research is to prove that persuasive communication involving elements of affection- cognition consistency can lead to attitude change in equal parenting between mother's and father's roles as a family.*

Keywords: *parenting communication, persuasive communication in new media for family, gender equality*

INTRODUCTION

From the first phrases that parents exchange with their children to the roleplay session they act, stimulations of intellectual and emotional they offer is a vital journey. Powerful parenting can result in more intelligence, mental, as well as sociability health. Unfortunately, inequality starts at home, it develops from the myriad differences in the ways advantaged and disadvantaged how their parents interact, conventional policy interventions fail to attack the basis purpose of fulfilment gaps (Kalil, 2015). The negative affiliation among parenting inequality and relationship quality turned into stronger amongst mothers—however that become because of perceived

unfairness inside the unit of parenting obligations (Schieman et al., 2018).

There is some inequality in the role of father and mother in building communication with children at home due to the culture of gender bias that has been hereditary in Indonesia. In Indonesia, women generally do take care of children, which occurs the division of gender roles in a physical-biological. The role of sex is an inherent role by nature related to physical-biology. This is like the role of women who have a uterus and can conceive, give birth, and breastfeed (Mujahidah & Fajar, 2021). This condition of gender bias occurs because of the dominance of patriarchal ideology that exists in many elements of

society, even in the scope of sharing the role of parents in the family.

Gender bias is a person's alignment or organization of one gender only. Partisanship in one sex is due to the existence of a party system of patriarchy, which tends to defend the male side (Handayani, 2008). Gender bias often appears in the views of Indonesian people because of the development of patriarchal ideology in the Indonesian community order. (Sakina & A., 2017). One of the indicators of gender inequality in Indonesia can be measured from the Gender Development Index (GII), a work project by UNDP. In this data released by the United Nations, Indonesia is ranked 103 out of 162 countries in gender equality behavior. This figure also ensure Indonesia ranks as the third lowest in ASEAN (UNDP, 2020). The Issue of gender inequality not only affect social development, education, economy, and security between men and women, however when the issue raises in the family, it certainly harm the children as well.

Parents are the first and primary teachers because they introduce the world and guide the child to learn to live. Master teachers or mentors must know and help children develop their potential. The master teacher is a role model like the one who is always in the child's biography (Aprilianto, 2018). The child has right to the entire presence of the father and mother. However, unfortunately, in Indonesia, mothers look more prominent than fathers when educating children at home (Sundari & Herdajani, 2013).

It is not surprising that Indonesia is recorded as one of the fatherless countries in the world, which means that the participation of the role of fathers in taking care of children is very minimal (Ashari, 2018). Almost all matters or responsibilities of taking care of children are given to the mother (Karunia, 2018).

Furthermore, different situation reveals in parental divorce, the workload and domestic division of both parents change. Mothers start to achieve their careers to support the children, whereas divorced fathers do more engagement in housework (Acock & Demo, 1994). Co-parenting and joint custody will be alternatives for divorced parents in raising their children (Acock & Demo, 1994). As the family technique paradigm states (Cavanagh, 2008), changes in family shape can cause changes in circle of relatives' roles, just like the parental role in sharing both of household and financial support (Bastaitis & Mortelmans, 2017).

Hidayati (2014) Parenting in the family is a unity of interaction involving parents with children, by providing stimulation through changes in behavior, instilling character, knowledge, and values that are appropriate by parents, with the aim of children being able to be independent, develop and grow healthy and optimal. Those objectives should remain same even the children face marital dissolution (Amato et al., 2011). In any family environment, happy, or both conflicted and divorced marriage, parents have to promote children's mental health adjustment (Anderson, 2014; Humairah Br Ginting & Ichsan, 2021; Kelly, 2000; Yusuf, 2014), and to choose more alternative parenting patterns and family structures (Anderson, 2014; Bastaitis & Mortelmans, 2017), and in this digital era parents will be easier to gain more parental knowledge and tips from expertise (Wahyuningrum & Retno Suminar, 2020).

It cannot be denied that current technological advances, especially based on internet services, have a positive impact and also a negative impact on the growth and development of children in the family (Alia & Irwansyah, 2018)" A series of information about the family of parenting that can now be easily accessed

by capitalizing electronic devices, internet connections, and finger flicks are also presented in the news website, blogs, and forums (Lupton et al., 2016)

The emergence of a series of social media platforms that present parenting educational content also brings a new spirit in building a positive communication pattern between Father and Mother to maximize parenting for child development. The Z Generations commonly use social media with more open characters to gain new knowledge. (Wijayanti, 2019). Including gender-conscious knowledge in applying parenting in the family through communication mediums. Understanding communication itself based on Carl I. Hovlan is the process of transmitting information, thoughts, knowledge, emotions, expertise, and so on by using symbols in images, figures, and words (Effendy, 2008).

To maximize the process of receiving messages so that lead to changes in attitudes from being gender-biased to being gender aware in parent-child interactions in the family, it is essential to apply the theory of Persuasive Communication with the categories Affect - Cognition and Attitude Change (Mulyana, 2005) Persuasive communication is an equal opportunity to influence each other, inform communicant about the purpose of persuasion, and consider their well-being.

Erwin P. Betinghaus also explained that persuasive communication must influence the mindset and actions of the individual recipient of the message. "... There is a relationship of activity between the speaker and the listener in which the speaker must try to influence the behavior of the listener through the intermediary of the five senses, namely hearing and vision" (1994, p. 10). In persuasive communication, the role of a communicator is significant

and influential. So, it must have a high-performance value. A communicator who has a high-performance value can be characterized from readiness, earnestness, sincerity, trust, calmness, friendliness to simplicity in conveying the message. In the pattern of persuasive communication theory, there are several dimensions to note, such as the TABLE 1.

TABLE 1. Dimensions or Scope of Persuasive Communication

No	Dimensions or Scope
1	Communicator, Sender
2	Content of the communication, it can be: - Motivating appeals - Organizing of persuasive arguments
3	Audience Predispositions
4	Group Conformity Motives
5	Individual Personality Factor
6	Media is the medium for delivering messages
7	Feedbacks
8	Situational Context

The following dimensions or scope is an overview of the atmosphere or situation when the message is delivered. In this study, researchers divided persuasive communication theory into two categories: Affective – Cognitive Consistency, and Attitude Change. According to Rosenberg and Fishbein, Affective-Cognitive Consistency is the presence of a component of feeling or affection that is always related to the mind or cognition component in the model of consistency (Azwar, 2010).

While Attitude Change has an essence or core similar to attitude formation, it can be concluded that the change in attitude is also the same as the formation of attitudes. Attitude formation occurs because personal experience, getting information, and individual learning are a series of factors that can influence attitude changes (Dwiastuti, Shinta, & Isaskar, 2012).

The phenomenon of parenting education that is rife on social media, especially social media platform, becomes a social reality that further strengthens the premise that the communication media of the New Media generation is growing and able to reach the point of helping the wider community to empower itself through the information presented. The role of technology that is neatly sewn into the mediums of messaging is very beneficial for the survival of society. Instagram users can also engage in interactive relationships by commenting or liking other users' content (Sapoetri & Pannindriya, 2019).

One account owner who often shares parenting knowledge and educational content on social media Instagram with @latihati account, and operated directly by Child and Family Psychologist Toge Aprilianto, often invites fathers to intervene to educate their children at home. In this study, researchers will examine the phenomenon of parenting education and communication of gender equality persuasion in the family on Instagram @latihati through an analysis of the critical discourse of Teun A. van Dijk. The critical discourse of van Dijk's model is appropriate because although it is a language element, the analysis is based not only on the text alone but also on the background of a text produced must also be seen.

The research will describe how gender equality discourse in parenting reproduces social dominance in the form of abuse of power by one group against another and how the dominated group also responds through discourse.

METHOD

The research data will be analyzed using the critical discourse of the Teun A. van Dijk model." Several steps must be taken into account in the study of critical discourse, namely (1) Context analysis;

(2) Determining the topic or semantics of macrostructure; (3) Local packaging; (4) Relevance of disguised formal structures; (5) Connecting text and context in the form of context model models; (6) Semantic discourse, i.e., event model; (7) Social cognition; (8) Ideology; (9) Community situation; (10) Micro and macro-community dimensions; (11) Discursive acts as socio-political acts; (12) Actors as participants who have various messages; (13) They are analyzing social structure" (Haryatmoko, 2016).

Van Dijk's critical discourse analysis considered the involvement of social cognition. Van Dijk sorts critical discourse analysis into three dimensions: text, social cognition, and social context (Eriyanto, 2012). Texts are generally examined with linguistic analysis to reveal the text manufacturer's hidden meanings. Social cognition explains how a text is constructed by an individual or group of text producers. Social cognition encompasses attitudes, beliefs, norms, and ideologies.

Meanwhile, social context refers to the relationship of the text to the social structure and knowledge that exists in society over a particular discourse. In addition to understanding the working steps and dimensions of critical discourse, research can also be focused on analyzing three levels of structures in the text that become one unit, namely macro, superstructure, and micro. The analysis results will be presented in the form of a description of the object using words or sentences.

The use of this method in this research is due to the focus on the description of parenting education forms that carry the spirit of gender equality in the family. Researchers rely on data collection techniques designed in such a way as to get accurate data. Researchers conducted a field study by establishing direct interactions with several informants

and conducting direct observations of the research object, or obtaining data in the field in the following way: (a) Observations to get data by observing and recording the symptoms handled by the researcher's five senses. In this research, researchers observed feed uploads and caption content on @latihati content on Instagram; (b) Interviews, where researchers obtain data through question-and-answer sessions or interviews with informant; (c) Documents, which combine data and documents related to research topics. This documentation method is commonly used in social research that aims to track historical and other information through various sources such as books, journals, photos, and so on.

FINDING AND DISCUSSION

Parenting education conducted by Toge Aprilianto through the @latihati Instagram account looks very intense and consistent. After the researcher interviews with the informant, the researcher will make improvements with the observation of parenting content from @latihati which can be interpreted as a form of persuasion to apply the role of gender equality in parenting.

Persuasive Communication

When digging into information about the existence of persuasive forms of gender equality communication in parenting content in @latihati, the authors divide it into two categories, namely: Affective - Cognitive Consistency, and Attitude Change to facilitate analyzing how a communication message can invite or persuasion at the level of thinking and behavior.

Affective– Cognitive Consistency

In getting information about Affective – Cognitive Consistency in communication patterns on the @latihati

Instagram account, the authors propose several questions to Toge Aprilianto (TA), Child and Family Psychologist, Owner of Instagram account @latihati

He admitted that he began actively sharing parenting information on Instagram on August 17, 2018, through the @latihati account. For Toge Aprilianto, when presenting information content on Child and family psychology on @latihati text or images, he never intentionally invites fathers who are more active in parenting children at home. As a psychology practitioner, Toge Aprilianto has never seen issues of inequality in the role of Father and Mother in parenting patterns as a practice of gender bias in the family.

According to Toge Aprilianto, when there is a family where the role of the mother is more active in nurturing, educating, and paying attention to his Child than the father, it is just an “agreement” relationship between husband and wife in the family whether it is a deal that is built on a full-time basis by the parents, or an agreement that is forced to happen by one parent member only.

“I have never judged the behavior of the parents in the family as an act of gender bias or not. It is about the parents in each family. If they agree to do that (a parenting act in which one mother or father figure is more dominant), they mean to agree to do that. Things are in order. However, if they disagree, then the problem is not in their behavior but in the fact that they disagree.” (Toge, Informant)

Using this perspective, Toge Aprilianto consciously never strategizes to invite a more balanced and equal role of Father and Mother in the care of children. According to Toge, when using the words Father in the caption or picture of the father figure, what is presented is a “normal” family condition.

“I did not intend to bring the daddies to take care of their kids. That is just because, in general of family framing. The parents consist of father and mother.” About the father’s role for wherein his son’s life is up to each father wants how “

Although, as a practitioner of Child and Family Psychologists, Toge Aprianto always gave up how big or small the father’s role for his children to the agreement built by a family, he did not deny the importance of the presence of roles of the same sex and opposite for children. The presence of a man to build the character of a child. Toge added, below:

“Boys need to learn how to be men and to behave women through adult men. However, the figure does not have to be a birth father. The presence of this figure can be from anyone. The person presents as a learning facility. Likewise, girls need to learn how to deal with and respond to men through adult male figures. However, that figure did not have to be from a biological Father. Anyone can be a learning facility for the Child. The same thing is also the presence of the role of adult women for the growth and development of boys and girls. Boys need to learn how to deal with and deal with women, and girls need to learn to be girls and how to treat men through adult women.” (Toge, Informant)

Toge Aprianto also added that adult female and male figures do not have to be alive in children’s lives. The figure could have been present through the depiction of superheroes or even from the stories of the history of the Prophets.

As supporting data of this study, researchers conducted a discourse analysis on a post on the @latihati account representing the subjects of this study

related to communication persuasion of gender equality in applying to parents.

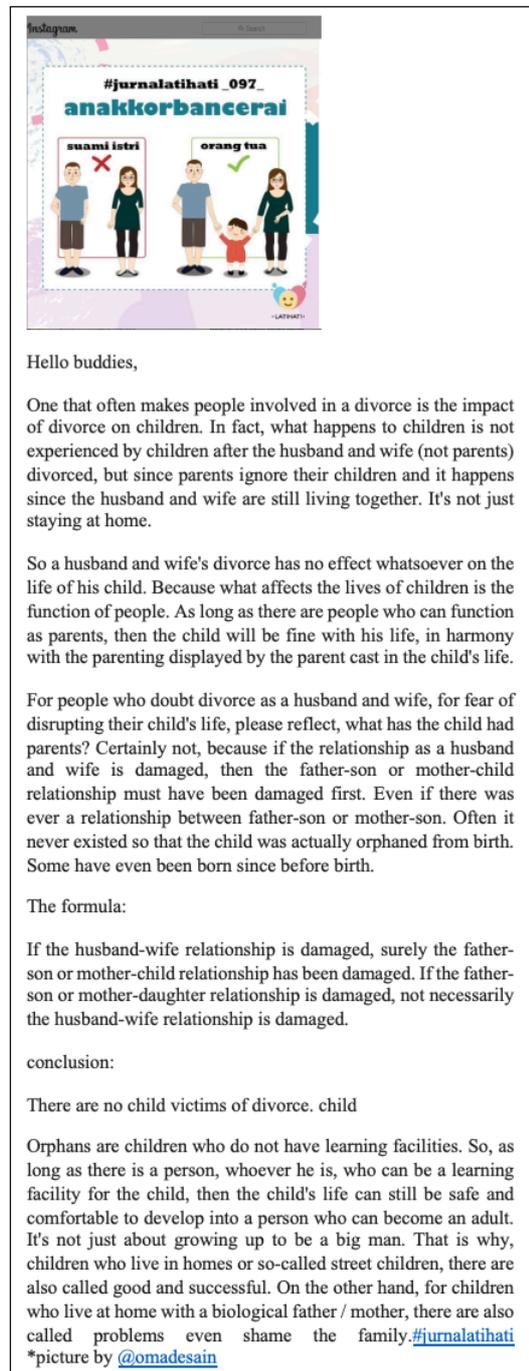


FIGURE 1: instagram feed @latihati

In this text, the author analyzes the discourse strategies carried out and writing techniques covered in scope, namely macro, superstructure, and micro consisting of thematic, schematic, semantic, syntactic, and stylistic elements. In this image, the author found a message that invites fair parents’ role even in

either a whole household or divorce in the elements of semantic after analysis.

A. Macro Structure (Thematic)

This element refers to text, often referred to as the main idea, summary, or idea of a text. In this element is explained the topic of the text. Other subtopics may support a topic or theme of the text. The goal is to reinforce the core idea or theme of a text (Sobur, 2011). Themes in general found in posts #jurnalatihati_097_anakkorbancerai, as below:

The Data: Theme or topic embedded in a text at

#jurnalatihati_097_postanakkorbancerai. On the account Instagram @latihati.

Data Findings: If the husband and wife want to build a healthy relationship. Good

when in marriage or a divorce

The Child always becomes a victim, which is considered.

In the thematic text, the author wants to explain, especially to husbands and wives, if they divorce, then the Child becomes a consideration in the future because it can be a victim. Children should also always be invited to join hands no matter what happens to the parent relationship.

B. Superstructure (Schematic)

It is a common form structured in a text, having a flow that often consists of introductions, contents, and covers. In conveying a message, the author has a strategy that relates to each other's main ideas by highlighting a particular part of

TABLE 2. Superstructure Data Finding

Title	Child victim divorce
Lead	One that often makes people involved in a divorce is the impact of divorce. Divorce from the Child. Whereas What happens to the Child Not the Child after the husband. wife (not parent) divorced, Nevertheless, since parents ignore their children, it happens since the husband and wife are still living together. It is not just staying at home. So a husband and wife's divorce does not affect his child's life because what affects the lives of children is the function of people. As long as there are people who can function as parents, the Child will be delicate with his life, in harmony with the parenting displayed by the cast.
Parents in the Child's life	For people who doubt divorce as a husband and wife, for fear of disrupting their Child's life, please reflect, what has the Child had parents? Certainly not, because if the relationship as a husband and wife is damaged, then the father-son or mother-child relationship must have been damaged first. Even if there was ever a relationship between father-son or mother-son, often it never existed so that the Child was actually orphaned from birth. Some have even been born since before birth.
The Formula	If the husband-wife relationship is damaged, the father-son or mother-child relationship has been damaged. If the father-son or mother-daughter relationship is damaged, not necessarily the husband-wife relationship is damaged.
Conclusion	There are no child victims of divorce. Orphans` are children who do not have learning facilities. So, as long as there is a person, whoever he is, who can be a learning facility for the Child, then the Child's life can still be safe and comfortable to develop into a person who can become an adult. It is not just about growing up to be a big man. That is why children who live in homes or so-called street children are also called excellent and successful. On the other hand, children who live at home with a biological father/mother are also called problems and even shame the family.
Story	In this element, the data from the text starts from getting an introduction (lead), after which there is a description of causation in the problem.
Comment	If the husband-wife relationship does not get along well, then the children or children of the mothers will also be damaged. If the father-son or mother-daughter relationship is broken, the husband-wife relationship is not necessarily damaged. So, it takes balanced and equal communication between husband and wife to maximize parenting.

TABLE 3. Story Elements

Things Observed	Data Findings
Background	If the husband and wife relationship does not get along, they want to separate but are reluctant to fear the Child becoming a victim. It is wrong. Because the relationship between husband and wife who do not get along actually affects the Child's relationship with his parents.
Details	Marriage relationships are either intact or divorced. The most important thing is the balance and equality in communication because children need an adult figure (i.e., parents) to provide learning facilities
Meaning	If parents want children not to be victims, then the role of husband and wife must be equal when it becomes a child learning facility. Either the husband and wife are still in marriage or even divorced.

the thing that wants to be conveyed to be more visible, be it at the beginning, middle, or end of a text. According to Van Dijk, this is done so that a text in unity has a specific core meaning that is to be conveyed by paying attention to subtopics to support the core ideas in the text (Eriyanto, 2012). In this element, the researchers found the following at TABLE 2.

(a) Title and Lead

The title has the function of observing a text's core theme or idea, while the lead function is an introduction before discussing the main topic in a more profound text. The title "Children are The Victims of Divorce" can be realized when the husband-wife relationship is not good, then the Child must bear the risk. Lead, meanwhile, points out that when there is an imbalance of communication between husband and wife, the relationship of children with parents can have a harmful effect.

(b) Story (situation).

Story elements are part of a superstructure that describes the overall content of a text. One subcategory of this element is a situation that describes how an event is processed in the text. The unity of the text series begins with husband and wife who are afraid of getting divorce because of their children. In fact, if the husband and wife can build an equal

relationship in communicating either in marriage or divorce, parents will still be able to become learning facilities for their children. As seen as TABLE 3.

(c) Comments

At the end of the day, researchers found advice that was also a solution given by the author that unbalanced and unhealthy spousal relations significantly affect parenting to their children. So that building equal communication becomes a stage that parents must take either whole marriage or divorce for the good of their Child.

C. Microstructure

(a) Semantics.

Semantics is an element that wants to find or emphasize a specific meaning in a text that is both explicit (explicit) and implied (implicit). This element consists of three subcategories: background, detail, and intent. The background is an element that can influence the idea of a text. While details for information control by displaying information that benefits the author of the text as the delivery of imagery to the audience. The intention of trying to reveal particular meanings that want to be conveyed both explicitly and implicitly by looking at the use of language used (Sobur, 2011).

(i) Background.

The background in this text begins with the fear of divorce for emotional

life of a child. Parents who have bad relationships, want a divorce but are afraid of children becoming victims.

(ii) Detail

The details presented by the author in this text are the adverse effects of the deteriorating husband-wife relationship will actually affect the Child's relationship with one of his parents. In fact, it is essential to establish a good relationship with children because parents are the learning facility.

(iii) Meaning

Explicitly, the meaning that the author wants to show. If you want children not to be victims and want to learn from parents, then the relationship between the husband and wife must be good.

(b) Syntax.

The syntax is an element that sees the placement of words to become whole sentences. In addition, the syntax is a part of the science of language that talks about the ins and outs of discourse, sentences, clauses, and phrases. In this element, the researchers found the following data coherence: Coherence is a connection or link between words, between positions, and between times. Coherence is used when there is a hyphen as a link between sentences that may be different. Coherence in the text of the Children are The Victims of Divorce is contained in the following sentence:

“If the husband-wife relationship is damaged, the father-son or mother-child relationship has been damaged. If the father-son or mother-daughter relationship is damaged, not necessarily the husband-wife relationship is damaged.”

In the sentence above, there is a connecting word “if..., definitely...” and “if..., not necessarily...,” which states

the terms and includes clauses whose positions are stratified. The author wants to explain that the requirement to get a good relationship with children is to improve the relationship between husband and wife.

(c) Stylistic

It is how a communicator conveys the meaning or core of a particular message. It is often referred to as a style of language. In this text, you can see the language used is quite slang, so it does not fully pay attention to the proper use of syntax. (Eriyanto, 2012).

This is contained in the following sentence “Please think”, “What has the Child had parents?” Certainly not, because if the relationship as a husband and wife is damaged, then the father-son or mother-child relationship must have been damaged first. Even if there was ever a relationship between father-son or mother-son, often it never existed so that the Child was actually orphaned from birth. Some have even been born since before birth.

Use the phrase “please think” and “what has the Child had parents?” These sentences show the use of Indonesian language is straightforwardly used to invite the reader to reflect and think about the parents' relationships.

CONCLUSION

The medium of communication-based on digital technology with the power of the internet can become a means of learning parents to develop their knowledge and skills as parents. The Instagram account is more than just as a messenger channel, but an educational content provider, such as the Instagram social media account of @latihati even able to bring a change in attitude to the role of gender is more active and equal between the figure of Mother and Father either as married or divorced couple

in applying parenting to educate their children.

Through parenting education, content mediated by the new media medium is present as a forum for child and family psychology education and as a communicator who assembles messages that are packaged regularly, consistently to involve the role of men and women who are more equal for children.

What researchers encounter in the field when conducting research, from the results of a critical discourse about sharing the role of women and men that appears on the Instagram account of @latihati, is a study of communication science assimilated with technology in processing and processing. Presenting a helpful parenting education message for the people of Indonesia to be persuasion or moved in building the existence of gender-unbiased parenting for the maximum growth and development of a child. The benefits that can be obtained from educational messages presented through new media are easy and cheap to be widely accessible indefinitely and borderless.

From the results of this research, researchers provide advice for future research in the study of Communication Science related to the presence of New Media, which presents a message of gender equality persuasion in many other practical dimensions in media such as vodcast and podcasts.

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ACKNOWLEDGEMENT

We would like to express our sincere gratitude to the entire family of Study Program of Masters in Communication Sciences, Universitas Pelita Harapan: to the Dean of FISIP, Head of Communication Master Program, all the professors, and the dearest friends of MIKOM 28. Thank you for your continued support.