SOCIAL MEDIA AND MOTHER'S BEHAVIOR IN EARLY CHILDHOOD EDUCATION

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Abstract

In modern civilization, technology is improved so that human will be able to solve their problem easier, faster and efficient. In fact, there are several cases of amiss and defective application of technology. The widespread social media as the result of technology distribution is one among the consequences. Women and mothers become vulnerable to this phenomenon, they actively use diverse social media such as *facebook* and Path to monitor their children as well as to connect with friends. Nevertheless, the use of social media is unanticipated. It brings out the new problem in the relationship quality between parents particularly mother and children, meanwhile parents have a huge influence for preparing the future generation. This research used qualitative methodology by using in depth interview to seven mothers whose children study in Salman Al Farisi kindergarten in Cileungsi West Java. Salman Al Farisi kindergarten applied "*Metode Sentra*" in the process of learning. It has an awareness to actively participate in nurturing the students and conducts parenting forum regularly. The results showed 71.4% mothers had account in social media (*facebook*) while the other actively connected via Whatsapp or Blackberry application. The main purpose of their involvement in social media was to get connected to their community, share pictures or videos, and obtain useful information. 24% of the respondents realized that social media was powerfully distraction regarding with their quality time with family especially children.

Keywords: social media, mother, raising child.

Author's biography

Nurhablisyah is lecture in Visual Communication Design of Indraprasta PGRI Jakarta. She actively research and attend social research related to mass media and family from 2009 until present. She has a lot concern about TV programming and media social like youtube. In her opinion, media should transfer more positive impact to increase the quality of generation. Through linked and serious campaign, media could help family and society together learning to have better living. She also active as freelance writer and media workers.

1. Introduction

In a survey carried out in USA in 2003, it was reported that 91% of young mothers were engaged with social media in which 81% of them accessed social media via smartphone [10]. Another study in 2014 revealed the utilization of social media (*Path*) among mothers in Bandung which was aimed: 1) to get connected with their children, 2) to obtain information on parenting issues, 3) to maintain relationship with friends [9]. This study was triggered by mothers' behavior toward social media. The study was conducted in Salman Al Farisi kindergarten. There were 33 mothers from 60 mothers who joined *whatsapp*. Most of them also had *facebook* account and other social media. They used social media to share the pictures of their children and friends, comments and share other account for family matters, kitchen, parenting, education, household, and etc. Smartphone and social media have become must have item in every single day of these mothers. The problem occurred when they had to manage their parenting role and at the same time maintaining their social media account. One of the reason why mothers love to join social media is explained by how female brain working. Every day, female's brain use at least 20.000 words and male's brain only produce 7.000 words. Women love to chat as their brain are designed to produce more verbal communication and memorized nonverbal communication [3]. Another research indicated joining social media actively would tend to evoke jealousy among couples [1].

Social Media

Wenger (2002) [7] describes social media as community of people who share environment, motive, problem and have a same interest and topic. Social is a part between mass media in internet and group of people. [8] Hermawan affirms social media as internet forum to discuss anything online. This sites is based on online community, through the forum, all member could share ideas, pictures, videos, articles, etc. There are various type of social media: 1) social media as forum, for instance kaskus, soompi, detik forum, etc; 2) Microblogging such as twitter, plurk, Path; 3) social media for sharing big file contents such as movies, pictures and others like youtube, *facebook*, flicker, etc.

Facebook is one of popular social media, among mothers in Indonesia. At the beginning, *facebook* is used to find friends and people joining *facebook* will be able to be friend with others. They could share and post status, picture, video, or comment to other status. Madcoms [8] describes about *facebook* characteristic: *facebook* has account for personal and groups, members could update their status more that 140 characters, members also can give comments to other member's status, there also photo's tagging and chatting facilities, everyone could upload photo album and describe the photo, uploading video maximum 2 minutes is also available.

There are some reason why a large number of people subscribe social media account, Ramadhansyah [8] explain Mayfiled opinion that joining social media is mother nature motivation as human being. Human needs to exchange ideas, collaborate, debate, have creative thought, criticize, look for good friends, have partner and lover, hence, they need to join affiliation or community. The traditional media, like newspaper and broadcast has a very limited access for the groups to share personality. But through internet media, they can contribute directly and instantly.

This new media would influence new behavior among people, Mcquail [8] explains media and human relations;

"*media use, the use of media, and the messages is therefore conceptualized as a form of social action which not only to be describe and explained I term of external action (overt behavior) but also as internal action (convert behavior) as a process of interpretation.*"

Social media developed in smartphone device has potential in altering mother's behavior related to her role in the family particularly in raising her children. Mother who is active in social media undoubtedly needs time to maintain social media account and update it. Social media like *facebook* is also available for trading activity. Some mother use *facebook* to trade and get a lot of profit. Trading in social media obliges quick responses, otherwise, people would leave and move to other account. For mother whose child is under five years-old, it is apparently not an easy task.

Early Childhood Education

The main purpose of early childhood education is raise children which could adapt to social and environment, and to provide children to find their potential talent [4]. Parents have dominant relationship to develop children growth. Child social growth could be seen by how children develop friendship with their peers, vocabulary and type of language that children use in daily live, and how children absorb manners among other. In fact, many parents only focus on motoric and linguistic development of their children. Children are frequently standardized since parents are likely to force their academic achievement per se.

There are 3 types of parent's raising pattern, namely, Authoritarian, Permissive, and Democratic. Authoritarian type is a type of raising children with punishment and yelling. This kind of type would harm children's psychology and destroy their creativity. Permissive pattern means parents give anything what they children ask. Democratic parents give children opportunity to choose what they want but parents already provide children with strong foundation. Democratic means parents and children talks, learn together and discuss everything [4]. A good education pattern for children is by becoming a good role model in the family [6]. Instead of merely commanding, parents should exemplify their children.

Raising pattern for early children is an interactions between parents and children to fulfill children's physical needs (eating, taking rest, drinking, nutrition, etc.) and non-physic materials (attention, care, love, emPathy, etc.). In raising pattern, environment and family have a big influence to the children [2]. Children in early age need a lot attention and basic education. [5] Meggitt provides detail explanation on the development milestone of children of 3-5 years. The development stage is divided into five categories presented in Table 1.

Table 1. Children Development (3-5 years)

Physical Development	Description
A. Rough Motoric	- Can jump from certain place (not too high) - Can walk backwards and side of the roads - Can step into the toes and stand with one foot - Having a god self-awareness - Can ride 3 tricycles - Can up and downs stairs with one foot each leader - Can walk follow a straight line - Can catch, throw, kick, and bounce the ball - Can bend and taking things in the floor - Love to climb a tree or pillar
B. Smooth Motoric	- Can built high building from blocks - Can hold pencil and pen with finger (hold dynamic tripod) - Can paint and hold big brush - Can cut papers and using scissor - Can draws a line, circle and other shape - Can draws human body parts (head, body and feet) - Can put string to small beans

Cognitive	- Talking - Pretending playing (talking to himself/herself) - Attract to causal effect, try to have description about world's phenomenon - Can identify color (red, white, blue, green, etc.) - Can count from 1 – 20 - Understand the concept of add, minus, bigger, lesser, etc. - Can giving emPathy, imagination - Can arrange certain things and finish job
Language and Communication	- Star to use variation of vocabulary, adjective, adverb, and full sentence - Start to using grammar - Start to ask with how, why, who, what - Like to read story from book, and having favorite books - Understand visual drawings - Imagine an object as another object 9pot looks like a hat) - Like to pretend cooking, doctors, seller, etc.
Emotional and Social	- Understand and aware about gender and act like his/her - Have an interest to make friend - Learn to negotiation and learn from experience - Start to fear something and star pretending about thing - Having awareness of stranger - May repeat rude words, they able to hear and talk clearly - Having ability to express their selves in words - Impulsive and their attention hard to distract - Have awareness about social rules - Star to like another kids and repeat their action - Able to help someone - Looking for parent's permission - Start to doing something independently - Showing humor - Able to share, stand on line and saying "sorry' and "thank you"

	- Showing symPathy
	- Star to argue and showing their opinion
	- Able to wear clothes, put on the button
	- Able to brush their teeth, wash their hand and dry it.
Emotional and Spiritual	- Start to develop helping others
	- Believe that all the rules are consistent
	- Can understanding other people's need
	- Try to understand right and false behavior

Early children education is initiated from the parent. Parent should understand the consequences of having children meaning they should raise them by the rules and afford their necessity precisely. As a matter of fact, a large number of parents in Indonesia nurture their children by instinct or hereditary, instead of improving their knowledge. As parents are busy with gadget and social media, they disregard their responsibility in teaching children and providing time to educate children, as a consequence, they send the children to the teachers at school.

2. Result and Discussion

The methodology of the research was qualitative research by using in-depth interview. The respondents were 7 (seven) mothers whose children were the student of Salman Al Farisi Kindergarten, Cileungsi Bogor West Java. Salman Al Farisi kindergarten was established in 1995, the method of teaching in this school is "*Sentra Method*" in which it involves parent's participation in the process of education. Teachers are not allowed to give punishment, shouted, and order directly to student. Teachers should motivate and give explanation about various matters, thus, the awareness to carry out or find a truth is relied on the student. At the beginning, this method is difficult to be adapted due to parents' expectation on children's capability in reading and writing, but in advance the students show impressive behaviors. Salman Al Farisi kindergarten also has regular parenting forum which is held once in three-months.

The respondents involved in this research consisting of full-time mother and working mother who were selected randomly from 60 mothers. Most of the mothers them are stay-at-home-mother. All of them had internet connection through smartphone and had Whatsapp and Blackberry application. Five of them (71.4%) had *facebook* account and spent one to three hours per day for social media when the children had bed-time or during their spare time. To prevent disturbance from the children, most of them (90%) gave gadget to their children (smartphone, tab, or laptop) although they quite understood the consequences of giving gadget may harm the children. The motivation in having social media was to communicate with their affiliation, to get information from friends, and to share pictures/videos which could enrich their parenting skills. Some respondents admitted their children cried and complained during their activity related to the smartphone. Most of them recognized social media reduce their quality time with the children. However, it could fulfill their need in getting connected with friends and society since having little children and staying at home all day gives them a burden, occasionally.

Tab. 2 Resume of In-Depth Interview

Respondent's Name, Age, and job	Access Duration	Description
1. Puput Komah (28) full-time mother	3 hours/day	Respondent needs to get in touch with friends and her daughter's school affiliation, as well as to obtain information from the internet from smartphone. She has *facebook* and instagram account.
2. Ikha Basyir (28)	3 hours/day	Respondent has *Facebook* account and yet social

full-time mother		media has insignificant influence on her time in raising son. Social media is a means to get in touch with friends.
3. Febri Rosalina (33) Lecturer	1 hour/day	Respondent accesses social media between working and raising her daughter. Social media is used to connect with friends.
4. Rini (28) full-time mother	1 hours/day	Respondent is not engaged in social media. She actively uses smart phone's application such as whatsapp and BBM. Sometimes when using smartphone, her son takes it and asks her to play with him.
5. Yuliana (33) full-time mother	1 hour/day	Respondent is not engaged in social media. She actively uses smart phone's application such as whatsapp and BBM. She gave tablet to her son who plays it every day.
6. Indah (37) full-time mother	1 hour/day	Respondent has *facebook* account and considers social media as natural friends.
7. Kenti (37) full-time mother	1 hour/day	Respondent has *facebook* account and considers social media is necessary for sharing and getting information.

3. Conclusion

The extensive technology has brought a lot of consequences including social media circulation among women and mothers. They could not avoid smartphone and connection of social media, meanwhile, they are obliged to focus on raising their children. Social media was evidenced to be a powerful distraction for mother regarding with their quality time with family in general and children in particular. From the analysis, there are several suggestion offered to mothers with children under their monitoring and supervision. They are as follows:

1. Mother should ask permission to the children every time she needs to connect to social media. In the case she has a baby, she need to teach the baby to give sign whenever she/he has an objection. This attitude will give a lesson for the baby on how to have permission.

2. It is recommended that mother should provide their children educative toys rather than smart gadget. In their early childhood, children need to exercise their motor and sensory neuron. Therefore, they need assistance from their parents especially mother.

3. Mothers have to manage their activity in social media, for instance by getting connected when the children have their bed-time.

4. Fathers also have responsibility in raising the children as well as supporting their wife.

5. Parents need to improve their knowledge and capability on how to raise children in digital era.

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