

MILLENNIAL PARENTS' PERCEPTION OF PARENTING STYLE THROUGH INSTAGRAM AND WHATSAPP SOCIAL MEDIA IN INDONESIA

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ABSTRACT

This study aims to determine the perceptions of millennial parents regarding parenting style obtained through Instagram and WhatsApp social media. Social media is a place to find information about parenting styles, which can then be applied within the family. The type of research is an explanatory research using a quantitative approach. The analysis technique is a quantitative verification analysis through structured interviews using a questionnaire. The population in this study are followers of an Instagram account and members of the parenting group on WhatsApp. The type of sample used in this study is Lemeshow. Data analysis in this study uses the Partial Least Square (PLS) approach. The results of this study are all variables have a positive and significant effect. In this study, there are two related variables, which are X1 (authoritative parenting style) and X2 (authoritarian parenting style). Therefore, it can be concluded that information about parenting styles obtained from social media positively impacts parents' perceptions of parenting style.

Keywords: Social Media, Millennial Parents, Parenting Style, Authoritative, Authoritarian.

1. INTRODUCTION

The Millennial Generation, according to Durukan Dan Gül [1], is a generation that is constantly developing amid rapid technological and internet developments. As a result, the millennial generation is fast, responsive and critical of information obtained via the internet. This makes the millennial generation interested in and needs social media.

The number of social media users in the millennial generation compiled by Kemp [2] mentioned that female social media users aged around 25-44 years are 25.5%, while male social media users aged around 25-44 years are 20.9%. This data proves that many millennial users use social media for various things.

According to Alice Marwick, which is cited in Fuchs' book [3], social media is a tool that can be used to promote marketing and advertising techniques in relationships and social behaviour.

Therefore, social media can promote various things, from business brands to informative and educative things. One educational content that can be obtained from social media is information about parenting style, which millennial parents can later use for the growth and development of children.

The importance of child growth and development starts from the golden age, which according to Santi [4], begins from the first 1000 days of a child's life. It means the child's life is vital, from birth to two years old. Satria [5] also stated that the child's brain and physical development experience maximum growth at this time. However, the growth and development of children do not stop at the golden age.

When the child reaches ten years of age, the child begins to have one social life, and emotional development will also progress. Emotionally, most children by age ten can enjoy being with their friends, continue to enjoy group activities, like and listen to their parents [6]. Thus, millennial parents

need to find information about parenting styles that will later be applied so that children can develop better physically and emotionally.

The amount of information circulating on Instagram and WhatsApp is beneficial if it impacts the information recipient. Parenting style, as an example of information obtained from social media, is a foundation that can support how the next generation acts and behaves.

According to Baumrind, cited by Kuppens and Ceulemans [7], one parenting style has more positive results than the others. This is supported by Peng, Hu, Yu, Xiao and Luo [8], where the role of parents in providing warmth to children has a positive impact on children. With so much information that can be obtained from Instagram and WhatsApp social media, the views or perceptions of millennial parents regarding their parenting style are important.

2. LITERATURE REVIEW

Previous research on parenting style and social media has been done. Even so, these studies have different variables, locations, and populations. Previous research that has a relationship with the following research is presented below.

David Moreno-Ruiz, Belen Martinez-Ferrer, and Francisco Garcia-Bacete [9] stated the importance of having good communication between parents and adolescents. Pey-Ling Shieh and Tsung-Yen Tsai [10] stated that rejection and anger influence parenting styles. This study has the same variables but different research locations.

In his research, Joan E. Grusec [11] stated that strict authoritarian parenting has varying results depending on race and religious background. For some, authoritarian parenting means care and love. This research proves that parenting has different results for each family, depending on the family's background.

Lamborn, cited by Danielle Dalimonte-Merckling and Jessica M. Williams [12] conducted research where children cared for using authoritarian parenting can have difficulty adapting to the environment and are shyer than children their age. However, at the same time, children who are educated using authoritarian parenting can be more successful in school achievement because of parents' high expectations. To conclude, authoritarian parenting does not always negatively affect child development.

Erika Frey, Catriona Bonfiglioli, Melissa Brunner and Jane Frawley [13] explained that parents believed in seeking information through

social media because they believed other parents had more knowledge in caregiving and self-control management strategies compared to medical workers. This study proves that parents trust information obtained from other parents more than doctors.

Eunhyung Shin, Koeun Choi, Jessica Resort, and Cynthia L. Smith [14], in their research, explained that the higher the stress level in parenting, the more impact it has on increasing screen time in children. It leads to a negative effect on children's behaviour. This research contributes to parenting children in media and may assist in developing strategies to support healthy media use habits in families with young children.

In their research, Ida Egmo, Maianne Thode Krogh, Anne Christine Stuart, Tina Wahl Haase, Eva Back Madsen, and Mette Skovgaard Væver [15] explained that parenting information was obtained on parenting-related Instagram profiles is very supportive regarding parental roles. Therefore, in this study, it can be concluded that parenting information obtained through the media has a positive response from parents.

2.1 Perceptions of Millennial Parents

According to Drozdick, Holdnack, Weiss & Zhou [16], perception is information from one person about another person or thing. Parents themselves are someone who has had offspring, both biologically and non-biologically. According to Gischa [17], millennial parents were born between 1980 and 1995.

In line with the understanding of the millennial generation based on Durukan and Gül [1], the millennial generation is a generation that is always developing amid rapid advances in technology and the internet. As a result, the millennial generation is a generation that is responsive and critical of every change and information obtained on social media. Based on this understanding, it can be concluded that the perception of millennial parents is a person's perspective on other things based on information that has been received before.

2.2 Social Media

Social media is a product of new media that has many fans. Social media has various platforms that can be used by everyone regardless of gender, age or region. Social media platforms are extensive and varied. Therefore, it is important to understand the platforms' potential [17].

Shirky [18] stated that social media is a tool to increase the ability to disseminate and

coordinate with one another to take action outside the organizational framework. According to Almahmoud [19], social media is also considered an essential tool for communication with its widespread, not only in the business world but also in all aspects.

In line with this, Meikle and Young [20] stated that social media is a convergence between personal communication carried out individually and public media, which is intended for the public without individual boundaries. This is what then makes many online communities created in social media.

The online community is made up of users who have previously known them offline and new users who are known online or with the same interests. In an online community, content is often created that can be enjoyed, both for consumption by the community and for public consumption.

2.2.1 instagram

One of the most popular social media is Instagram. Instagram is a social media platform where people can upload photos and videos and include context in their uploads. Timm [21] says the main purpose is to involve relatives and family in every upload. With this goal, Shawn [22] stated that this increased Instagram's popularity among other social media platforms, such as Facebook and Twitter.

Instagram has several advantages and disadvantages. According to Shawn [22], there are few advantages of Instagram, such as 1) Uploading pictures from mobile devices is very easy, 2) many tools can help change and enhance photos and videos before uploading, 3) Instagram itself is widely used by half of the internet users who use Instagram, which is aged between 18 to 29 years. Meanwhile, the disadvantages of Instagram include 1) Instagram users must upload as often as possible, and each upload must be able to make other people interested in being able to stop and view your Instagram profile, 2) Every community on Instagram must always be up to date about what is happening and what is currently happening, 3) Instagram requires to use a mobile device such as an iPhone or Android if people want to use Instagram's functions to the fullest, 4) Instagram followers cannot download images that other Instagram users have uploaded.

2.2.2 whatsapp

Ahad and Lim [23] stated that WhatsApp is a social media platform that provides direct and telephone messaging features, including easy sharing of information and media content. This

statement is also supported by Mulyono, Suryoputro, and Jamil [24], who stated that WhatsApp is helpful in the context of disseminating education.

Besides providing features for interpersonal chat, WhatsApp also provides a group feature. The group can accommodate many WhatsApp users to be able to exchange messages at the same time. This feature is beneficial and is always used by WhatsApp users in the context of education and work.

2.3 Parenting

In social media, parenting is often one of the topics of discussion or content loved by social media users, both for users who are married and those who are not. Parenting is the nurturing style of parents towards their children. According to Daring and Steinberg, cited by Kuppens & Ceulemans [7], parenting practices are defined as the behaviour of parents who are observed to socialize with their children. Singh, Gera and Behmani [25] added that parenting is formed through two-way communication between parents and children and their reactions towards their children.

Chosak [26] said that parenting style is the emotional upheaval felt by parents when caring for and raising children. Sooriya [27] stated that the four important dimensions of parenting are discipline strategies, warmth and parenting, communication, and expectations regarding control and emotions. Baumrind also stated that there are four other dimensions in the interaction between parents and children, which are parental control, the desire to act mature, clarity in communication and how to care to others.

2.3.1 authoritative parenting

Baumrind stated, as quoted by Kuppens and Cuelemans [7] in their book, that authoritative parenting is a parenting style that focuses on shared discussion. Dalimonte-Merckling and Williams [12] also stated that the main characteristic of authoritative parenting is parents who are more sensitive, supportive, and responsive to the wishes and needs of children. It means parents punish children when breaking the rules and give rewards when obeying them. The prizes and punishments given have been discussed together

2.3.2 authoritarian parenting

Kuppens and Cuelemans [7] stated that in authoritarian parenting, parents tend to set limits and humans without going through the discussion process first. This statement is also supported by Dalimonte-Merckling and Williams [12], which

states that children raised by authoritarian parenting have less favourable outcomes than other parenting styles.

Whittingham and Coyne [28] also stated that this parenting style creates an imbalance between parents' expectations of child development. Based on the following understanding, children who grow and develop with authoritarian parenting tend to have low self-confidence. This statement contrasts research conducted by Grusec [11] and Lamborn, cited by Dalimonte-Merckling and Williams [12], which states that an authoritarian parenting style does not always have bad results on child development.

3. RESEARCH METHOD

This study uses a quantitative approach with survey methods and explanatory research types. This research focuses on explaining the relationship between authoritative parenting and authoritarian parenting on the perceptions of millennial parents obtained through Instagram and WhatsApp social media.

Explanative research itself, according to Sekaran and Bougie [29], is research to get good results regarding the phenomenon that will later be studied and complement it with the knowledge that comes from further theory development and hypothesis testing. In line with this understanding, Sudaryono [30] also stated that this explanatory research aimed to explain the relationship between phenomena and variables.

The data collection technique used in this study used a media survey. A questionnaire survey method was chosen for this study. According to Williamson [31], questionnaires can be used to collect data in a study. The data used is primary data which is distributed to respondents via Google Forms.

The population of this study are followers of one of the parenting Instagram accounts and members of the WhatsApp group of a parenting group. Therefore, it can be concluded that the population of parenting Instagram followers is included in the infinite category.

The data analysis technique used in this research is descriptive analysis and hypothesis testing analysis. Using the following analysis technique, the effect of one variable on another is known. Descriptive analysis is used to analyze data by describing the data that has been collected without making general conclusions or generalizing a population [32].

Structural Equation Modeling (SEM), according to Riha, Güntensperger, Oschwald, Kleinjung and Meyer [33], is a statistical technique that combines regression with confirmatory factor analysis. The purpose of this SEM, as described by Jöreskog and Wright in later cited by Baharelle and Small [34], is to define a theoretical causal model consisting of a series of predictable covariances between variables and then tested to be compared with the observed data. Shohlihin and Ratmono [35] stated that SEM-PLS is a causal model approach that aims to maximize the variance of the criterion variable that the predictor variable can describe.

4. RESEARCH RESULTS AND DISCUSSION

The results and discussion of this study are in the form of data and tables. This research involved 384 respondents on Instagram and 79 respondents on WhatsApp.

The criteria specified for selecting the sample to be used in this study are as follows 1) have citizenship of the Republic of Indonesia, 2) Male or female born between 1980 and 1995, 3) Have children aged 0 to 10 years, 4) Actively use social media, both Instagram and WhatsApp. The followings are the results and discussion.

4.1 Validity Test

The validity test in this study used the average variance extracted method, where the value of AVE > 0.5 is considered valid [35]. The results obtained after processing the data for Instagram and Whatsapp are as follows.

Table 1 Average Variance Extracted (AVE) Instagram

Variable	Authoritative Parenting	Authoritarian Parenting
Cronbach's Alpha	0.933	0.903
Composite Reliability	0.944	0.920
Average Variance Extracted (AVE)	0.651	0.566

Based on the following Table 1, it can be seen that all the variables involved have an AVE value of more than 0.5. Therefore, it can be concluded that the following variables are valid, and convergent validity has been achieved.

Table 2 Average Variance Extracted (AVE) WhatsApp

Variable	Authoritative Parenting	Authoritarian Parenting
Cronbach's Alpha	0.959	0.932
Composite Reliability	0.962	0.943
Average Variance Extracted (AVE)	0.740	0.652

Based on following Table 2, it also can be seen that all variables have an AVE value above 0.5 which makes these variables valid with the achieved convergent validity.

4.2 R Square Value

This R-Square test is a test conducted to determine how influential the independent variables are on the dependent variable [36]. It means the higher R², the more influential the independent variable. The results obtained after processing the data are as follows.

Table 3 R – Square Value On Instagram Social Media

Variable	R Square	Description
Instagram Social Media	0.664	Strong
Perceptions of Millennial Parents	0.691	Strong

Based on the results presented in Table 3, the first sub-structure has an R Square value of 0.664. This can be interpreted that the variability of the Authoritative Parenting and Authoritarian Parenting constructs can explain the variability of the Instagram Social Media construct of 66.4%. In the second sub-structure, the R Square value is 0.691. This can be interpreted that the variability of the Instagram Social Media construct can explain the construct variability of Millennial Parents' Perceptions of 69.1%.

Table 4 R – Square Value on WhatsApp Social Media

Variable	R Square	Description
WhatsApp Social Media	0.607	Strong
Perceptions of Millennial Parents	0.747	Strong

Based on the results presented in Table 4, the first sub-structure has an R Square value of

0.607. It can be interpreted that the variability of Authoritative Parenting and Authoritarian Parenting constructs can explain the variability of the WhatsApp Social Media construct of 60.7%. In the second sub-structure, the R Square value is 0.747. This can be interpreted that the variability of the Instagram Social Media construct can explain the variability of the Millennial Parents' Perception construct of 74.7%.

4.3 Q Square Value

The Q-square value is greater than 0 (zero), indicating that the model has a predictive relevance value. The Q Square value of each endogenous variable in this study can be seen in the following calculations

Table 5 Q – Square Value On Instagram Social Media

Variable	Instagram Social Media	Perceptions of Millennial Parents
SSO	2304.0000	1152.0000
SSE	1714.643	660.154
Q ² (=1-SSE/SSO)	0.256	0.427

Based on Table 5, this study's intervening variable and the dependent variable have a Q – Square value above 0. It means this research is considered good since it has predictive relevance. The calculation results from Q – Square are as follows

$$Q^2 = 1 - (1 - R_1) (1 - R_2)$$

$$Q^2 = 1 - (1 - 0,664) (1 - 0,691)$$

$$Q^2 = 1 - (0,336) (0,309)$$

$$Q^2 = 1 - 0,104$$

$$Q^2 = 0,896$$

Based on the calculation results from Equation 1, the Q – Square value is 0.896. This value indicates that the research model can explain 89.6% of the diversity of the research data. Meanwhile, the remaining 10.4% is explained by other factors outside this research model.

Table 6 Q – Square Value On WhatsApp Social Media

Variable	WhatsApp Social Media	Perceptions of Millennial Parents
SSO	474.000	237.000
SSE	459.636	78.984
Q ² (=1-SSE/SSO)	0.030	0.667

Based on Table 6, the intervening variable and the dependent variable in this study have a Q – Square value above 0. This means that this research is considered good because it has predictive relevance. The calculation results from Q – Square are as follows:

$$Q^2 = 1 - (1 - R_1) (1 - R_2)$$

$$Q^2 = 1 - (1 - 0,030) (1 - 0,667)$$

$$Q^2 = 1 - (0,970) (0,333)$$

$$Q^2 = 1 - 0,323$$

$$Q^2 = 0,677$$

Based on the calculation results from Equation 2, the Q – Square value is 0.677. This value indicates that the research model can explain 67.7% of the diversity of the research data. Meanwhile, the remaining 32.3% is explained by other factors outside this research model.

4.4 F Square Value

Table 7 F – Square Value On Instagram Social Media

Variable	F Square	Effect Size
ATV → INS	0.225	Strong
ATN → INS	0.210	Strong
INS → POT	1.450	Strong

Based on Table 7, from the data processing results, it can be seen that the ATV → INS, ATN → INS, and INS → POT routes have a "strong" effective size effect in the structural model.

Table 8 F – Square Value On WhatsApp Social Media

Variable	F Square	Effect Size
ATV → WHT	0.408	Strong
ATN → WHT	0.425	Strong
WHT → POT	2.010	Strong

Based on Table 8, from the data processing results, it can be seen that the ATV → WHT, ATN → WHT and WHT → POT routes have a "strong" effect of effective size in the structural model.

4.5 Model Structural Test

Hypothesis testing determines whether a hypothesis is accepted or rejected by looking at the results of t–statistics and p-values. The research hypothesis was tested with the help of SmartPLS 3.0 software. The rule used in this study is the t-statistic > 1.96 with a p-value level of < 0.05, and the path coefficient is positive.

Table 9 T - Statistic On Instagram Social Media

Variable	ATV → INS → POT	ATN → INS → POT
Original Sample (O)	0.121	0.187
Sample Mean (M)	0.127	0.187
Standard Deviation (STDEV)	0.060	0.044
T – Statistic (O/STDEV)	2.731	2.459
P - Values	0.007	0.000
Result	Accepted	Accepted

Based on Table 9, it can be concluded as follows:

- Authoritative parenting has a positive and significant effect on the perceptions of millennial parents through Instagram social media, with a significance value of p-value 0.007 < 0.05 and a t-statistic value of 2.731 > 1.96.
- Authoritarian parenting has a positive and significant effect on the perceptions of millennial parents through Instagram social media, with a significance value of p-value 0.000 < 0.05 and a t-statistic value of 2.459 > 1.96.

Table 10 T - Statistic On WhatsApp Social Media

Variable	ATV → WHT → POT	ATN → WHT → POT
Original Sample (O)	0.177	0.105
Sample Mean (M)	0.090	0.124
Standard Deviation (STDEV)	0.106	0.127
T – Statistic (O/STDEV)	2.726	2.829
P – Values	0.000	0.000
Result	Accepted	Accepted

Based on Table 10, it can be concluded as follows.

- Authoritative parenting has a positive and significant effect on the perceptions of millennial parents through WhatsApp social media, with a significance value of p-value 0.000 < 0.05 and a t-statistic value of 2.726 > 1.96.

- Authoritarian parenting has a positive and significant effect on the perceptions of millennial parents through WhatsApp social media, with a significance value of $p\text{-value } 0.000 < 0.05$ and a $t\text{-statistic value of } 2.829 > 1.96$.

4.6 Discussion

4.6.1 First Hypothesis: authoritative parenting of parents' perception through Instagram social media

The first hypothesis tested is the effect of authoritative parenting on the perceptions of millennial parents through Instagram social media. The data processing is presented in the path coefficient estimation table and statistical test of the standard deviation. Based on the results, the value of the effect of authoritative parenting on the perception of millennial parents through Instagram social media is 0.060 in a positive direction. The significance value of the $p\text{-value}$ is $0.007 < 0.05$, and the $t\text{-statistic value}$ is $2.731 > 1.96$. Thus, the first hypothesis is accepted. It means that authoritative parenting has a positive and significant effect on the perceptions of millennial parents through Instagram social media.

In line with research belonging to Ida Egmoose, Maienne Thode Krogh, Anne Christine Stuart, Tina Wahl Haase, Eva Back Madsen, and Mette Skovgaard Væver [15], Instagram is an important medium for disseminating information about parenting. The dissemination of information about parenting on Instagram is one of the factors some parents apply authoritative parenting in child development, where children will grow and develop with children and become their discussion partners. The authoritative parenting style can make children feel more comfortable and closer to their parents because one of the criteria for authoritative parenting is prioritizing discussion. By prioritizing discussions with children, children will feel that their opinions are valued, making them more confident in telling and discussing various matters with their parents.

4.6.2 second hypothesis: authoritarian parenting on parents' perceptions through Instagram social media

The second hypothesis tested is the influence of authoritarian parenting on the perceptions of millennial parents through Instagram social media. The data processing is presented in the path coefficient estimation table and statistical test of the standard deviation. Based on the results, the value of the effect of authoritarian parenting on the perception of millennial parents through Instagram

social media is 0.044 in a positive direction. The significance value of the $p\text{-value}$ is $0.000 < 0.05$, and the $t\text{-statistic value}$ is $2.459 > 1.96$. Therefore, the second hypothesis is accepted. It means that authoritarian parenting has a positive and significant effect on the perceptions of millennial parents through Instagram social media.

The role of Instagram in conveying information about authoritarian parenting is an important factor in applying authoritarian parenting to children. Although research belonging to Dalimonte-Merckling & Williams [12] stated that children raised using authoritarian parenting have less positive results compared to children raised using authoritative parenting, some millennial parents feel that in the family, the position of parents and children must be clear. They take precautions so that children can respect their parents when they grow up. Research conducted by Lamborn, later cited by Dalimonte-Merckling and Williams [12], states that authoritarian parenting can make children more successful in academic conditions, behave better, and be more polite. Parents who apply authoritarian parenting expect their children to succeed academically and in real life by being diligent and courteous children based on their parents' upbringing.

4.6.3 third hypothesis: authoritative parenting on parents' perceptions through whatsapp social media.

The third hypothesis tested is the effect of authoritative parenting on the perceptions of millennial parents through WhatsApp social media. The data processing is presented in the path coefficient estimation table and statistical test of the standard deviation. Based on the results, the value of the effect of authoritative parenting on the perception of millennial parents through WhatsApp social media is 0.106 in a positive direction. The significance value of the $p\text{-value}$ is $0.000 < 0.05$, and the $t\text{-statistic value}$ is $2.726 > 1.96$. As a result, the third hypothesis is accepted. It means that authoritative parenting has a positive and significant effect on the perceptions of millennial parents through WhatsApp social media.

In accordance with research by Peng, Hu, Yu, Xiao and Luo [8], the role of parents in providing warmth to children has a positive impact on children. Baumrind, later quoted by Kuppens and Ceulemans [7], added that authoritative parenting has more positive results than other types of parenting. Some millennial parents believe that authoritative parenting can make children grow into more confident and competent individuals. The application of authoritative parenting is one thing

that can make children more confident and competent because children are used to getting validation from their parents. Therefore, the children will know the limits of what they can do and be more responsible for every choice they make.

4.6.4 fourth hypothesis: authoritarian parenting on parents' perceptions through whatsapp social media

The fourth hypothesis tested is the effect of authoritarian parenting on the perceptions of millennial parents through WhatsApp social media. The data processing is presented in the path coefficient estimation table and statistical test of the standard deviation. Based on the results, the value of the effect of authoritarian parenting on the perception of millennial parents through WhatsApp social media is 0.124 in a positive direction. Furthermore, the significance value of the p-value is $0.000 < 0.05$, and the t-statistic value is $2.829 > 1.96$. Thus, the fourth hypothesis is accepted. It means that authoritarian parenting has a positive and significant effect on the perceptions of millennial parents through WhatsApp social media.

Although Whittingham & Coyne's research [27] stated that parents are less or not sensitive to children, this can result in an unconsciousness from an imbalance of parental expectations for child development. Some millennial parents feel that there are conditions in which parents must behave authoritarian, where the child has violated something and crossed the line. From their experience as children of parents from the baby boomer generation or generation X, too much authoritarian parenting can make children insecure. In accordance with research by Grusec [11], authoritarian parenting can have a positive impact depending on family and religious background. Family background and religion play an important role in decision-making since many families still adhere to spiritual and environmental norms. In specific environments and religions, authoritarian parenting is perfect because it can make children more confident than their peers.

5. CONCLUSION

Based on the analysis and interpretation of the data, it can be concluded that all variables influence one another. Both authoritative and authoritarian have a positive and significant influence on the perceptions of millennial parents through Instagram and WhatsApp social media.

This shows that social media Instagram and WhatsApp are used optimally by millennial

parents to find information about parenting. Furthermore, information positively influences parents' perceptions of the types of parenting styles that exist.

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