

The Effectiveness of Parenting Content on Tik Tok Social Media on Parenting Knowledge

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Abstract. Tik Tok is seen as an alternative to disseminating parenting knowledge and practices for education and support for social intelligence, upbringing and childcare. This study aims to test the effectiveness of parenting content in the Tik Tok application on parental parenting knowledge. This research is a quantitative research by distributing questionnaires via Google form which are distributed via the WhatsApp Group of parents at several institutions in Malang City which are distributed for 2 weeks. The sample in this study was selected by purposive sampling technique and obtained 78 parents who met the criteria. The collected data was then analyzed using a simple linear regression with the help of the SPSS application. The research results show that, Parenting content on the Tik Tok application effectively increases parental parenting knowledge in Malang City. Thus, PAUD institutions and practitioners in the field of parenting can use Tik Tok as a medium for promoting healthy parenting to more people.

Keywords: Parenting Content, Tik Tok, Parenting Knowledge

1. Introduction

The family serves as the primary and most significant setting for individual development, as children commence their growth and development within a familial context from an early age[1]. Because of this, parents have a crucial and significant part in their children's growth and development, both directly and indirectly. The role of the family describes patterns of interpersonal behavior, traits, and activities related to individuals in certain situations and positions. As a husband of his wife and father of his children, the father assumes several key roles within the family, including serving as the family's leader, educator, protector, primary breadwinner, and a source of security for both his children and wife. Additionally, he fulfills his role as a contributing member of his social group and actively participates in the local community where he resides[2]. As a wife of her husband and mother of her children, where the mother's role is very important in the family, among others, as a caregiver and educator of her children, as a protector of children when her father is not at home, taking care of the household, and can also play a role as a breadwinner[3]. In addition, the mother also acts as a member of the social group and as a member of the community in the environment where she lives.

In order to provide better care and facilitate the growth and development of their children, parents should possess a solid foundation of parenting knowledge[4]. Nonetheless, it is a reality that not all parents are equipped with sufficient expertise and abilities when it comes to raising children. Insufficient parental knowledge and skills can result in child mistreatment. Parenting is a multifaceted process influenced by a variety of factors, including the social and physical environment within the family's residence, the economic status of the parents, and the parenting model they have been exposed to in the past..

Research by[5] argues that a mother's susceptibility to stress is influenced by her father's educational background, her children's stressors, and her family's finances. Maternal stress will rise as a result of the stressor caused by the growing presence of children, the findings from a study conducted by [6] the stress experienced by parents when taking care of young children stems from various factors, including parental emotional instability, mental pressure, challenges in managing time with their children, financial limitations, issues with internet connectivity, and the tendency of children to become disinterested in online learning. Moreover, this stress is compounded by the application of an authoritarian parenting style. Study [7] highlights that maternal stress is notably impacted by the infant, resulting in increased stress for the mother[8] states that the transition to parenthood causes less time with partners, less free time and less intimacy between partners, causing tension and stress. Other factors such as economic changes in the family also play a role in increasing stress on mothers.

As parents, they should have good parenting knowledge to support their child's growth and development [9]. But in practice, not all parents possess sufficient parenting expertise and competencies[10]. Social media is seen as an alternative to disseminating parenting knowledge and practices for education and support of social intelligence, upbringing and childcare [9], [11]. Social media has gained widespread recognition in this modern age, with its prevalence leading to greater awareness among individuals. As more people engage with social media, the collective understanding grows that it serves as a rapid information dissemination tool for staying informed about current events. The Tik Tok application is one of the social media platforms which has become the most downloaded application on the Apps Store and Google Play for almost 5 consecutive quarters. The Sensor Tower analytics service provides comprehensive data, disclosing that in the quarters of 2019 and 2020, Tik Tok garnered 33 million downloads on the App Store. Although it falls short of Google Play's figures, Tik Tok remains prominent, positioning itself below WhatsApp and Messenger, yet surpassing Facebook and Instagram in terms of data transparency as follows.

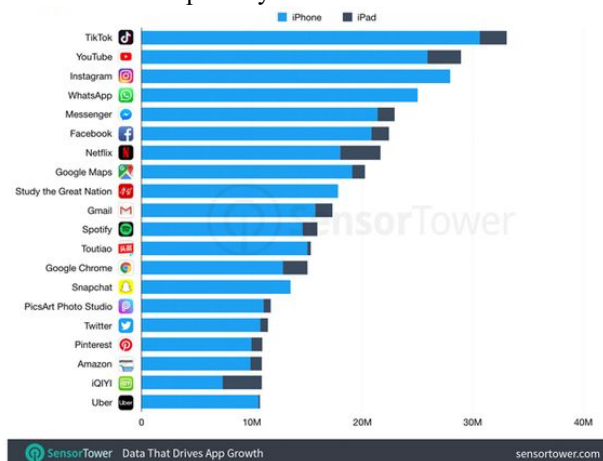


Figure 1.Q1 Apps By Worldwide Downloads
Source: Store Intelligence Data for Q1 2022 report

The social networking app TikTok offers its users versatility, particularly when it comes to self expression. In addition, the content produced varies according to the user's goals when utilizing the Tik Tok app. According to [12], on the social media platform Tik Tok, users may utilize tools for creating and editing videos to produce a variety of material, including dance, comedy, instructional, and challenge videos.

According to findings from initial interviews with teachers and school principals from various institutions in Malang City, it was explained that almost all parents are now technologically literate. Mrs RA, one of the principals of PAUD institutions in Malang City stated that, nowadays parents can be said to be technologically literate, they use Tik Tok to find various information including tips on parenting, in addition to rides for entertainment with children with interesting filters that Tik Tok provides. Contemporary mothers opt for the internet as their source of parenting information, which they can then implement in their daily routines [13].

It is well acknowledged that a parent's comprehension of child development influences the way in which a kid develops. This comprehension encompasses familiarity with "developmental norms and milestones, the child's developmental processes, and proficiency in parenting techniques." Parental knowledge is considered to offer a comprehensive cognitive framework for adapting to and anticipating developmental shifts in their child. Mothers who are well-informed tend to be more responsive to their child's initiations, while those with inaccurate expectations regarding their child's development tend to be more directive. Research has demonstrated that mothers with a greater understanding of infant and child development exhibit enhanced parenting skills [14].

Research by [15] stated that TikTok is a medium that has benefits, useful and profitable from all types of video content shared on that social media. In addition, the video content on Tik Tok affects feelings depending on the type of content available and the video content uploaded on Tik Tok affects emotions depending on what kind of content you want or depending on what kind of content passes on the Tik Tok homepage.

Research by [16] stated Tik Tok is an application offering fascinating and captivating enhancements that undoubtedly users of this app can employ to craft captivating short videos that can capture the interest of a considerable number of individuals view them. Web-based media Tik Tok can also satisfy them when they make use of the medium. Especially when they are exhausted, irritated and discombobulated, then they play online media on this Tik Tok, so they feel all those feelings don't exist anymore. So that it can be said that Tik Tok's online media can be a distraction for users, including parents who use it. So that with its presence, Tik Tok can improve student learning achievement. Based on previous research studies, research has not yet been found regarding the effectiveness of Tik Tok media on parenting knowledge. In this study, the content in question is parenting content on the Tik Tok application that parents have followed for at least 1 month.

2. Literature Review

a. Parenting Knowledge

Parenting is the work and skills of parents in raising children. A parenting program is an educational initiative designed to enhance parents' understanding of child development

processes, thus fostering alignment between the education provided at home and in the school environment for children[17]. Thus, parents must pay attention to the pattern of care given to their children both at home and in the school environment. In addition, parental education is also an achievement that should be developed to enhance the caliber of social life so that the character that is formed in children can make children responsible members of society. This program is also a form of activity carried out to establish good relationships between teachers, parents, and students.

Parents bear a significant responsibility in nurturing the ethical character and competence of their children by means of their socialization endeavors[18]. The purpose of parenting is to equip parents so that they are not wrong in educating and caring for their children. A harmonious relationship between parents and children will make it easier for parents to shape the character of their children. In addition, parents who have good parenting skills will find it easier to direct their children because they already know their children's interests and talents well[19]. When parents are equipped with knowledge, abilities, and assistance, they are better equipped to offer more constructive and efficient responses to their children[20]. For parents to raise their children in the best possible way, it is essential that their own emotional and physical requirements are fulfilled.

b. Tik Tok

Tik Tok is a platform offering distinctive and captivating video effects that users can readily utilize to craft engaging short videos capable of capturing the interest of a wide audience [21]. Tik Tok, a music video platform and social network in China, was introduced in September 2016. It serves as a music-driven app for crafting short videos and has gained popularity among a broad demographic, including adults and minors. This application not only allows video creation but also provides a diverse array of short videos with unique expressions from various creators. The @dailyjour account, for example, already has 1,000,000,000 followers and is indeed able to provide education about parenting to its followers.

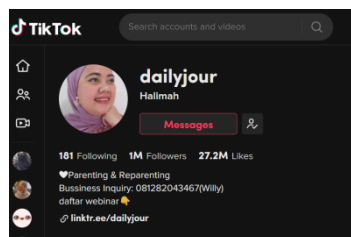


Figure 2. @dailyjour account

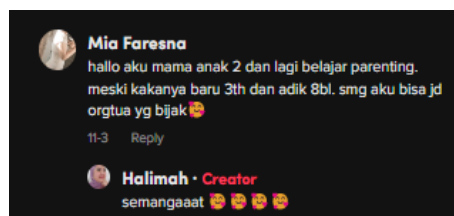


Figure 3. One account's response to parenting content

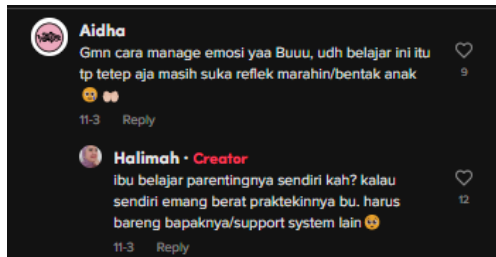


Figure 4. A user's reaction to parenting-related content on Tik Tok

In addition to @dailyjour, parenting-related content is also created by the account @1001tanyajawabparenting, which boasts a substantial following of 61,410,000 followers and receives favorable responses from its audience.



Figure 5. One parenting account on Tik Tok

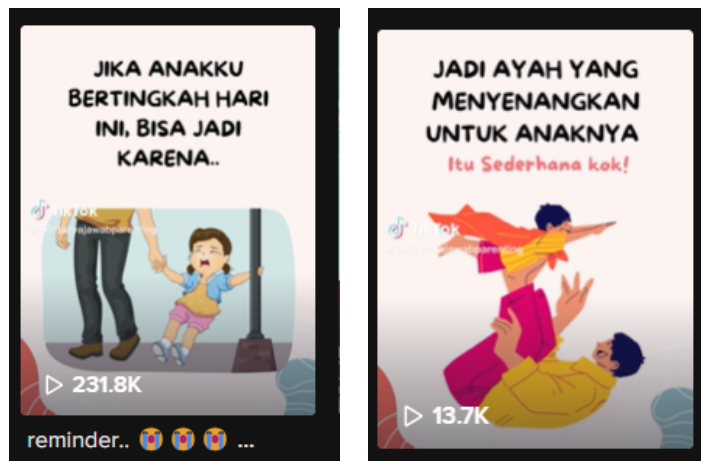


Figure 6. Parenting content on Tik Tok



Figure 7. One account's response to parenting content on Tik Tok

3. Method

This study used a survey method which was conducted online. Data collection employed a purposive sampling technique for the selection process with the following criteria:

1. Been using the Tik Tok app for >2 months
2. Actively follow the parenting account
3. Having early childhood (0-8 years)

The study was undertaken in Malang City and involved parents. Data collection was executed by disseminating online questionnaires through a dedicated WhatsApp Group. Data collection using a questionnaire is used to get responses from respondents[22]. The research instrument used by researchers consisted of 5 scales ranging from those who agree to even those who disagree. As for knowing the effect of parenting content in the Tik Tok application on parenting knowledge, researchers use the following indicators.

Variable	Indicator
ParentKnowledge	<ol style="list-style-type: none"> 1. Fundamental Care: Tending to the child's physical, medical, and dental requirements; 2. Ensuring Safety: Guaranteeing the child's protection from harm or threats; 3. Emotional Nurturing: Meeting the child's emotional needs, instilling a sense of unique value, and fostering a positive racial and cultural identity; 4. Encouragement: Fostering the child's learning and cognitive development through support, stimulating experiences, and creating social opportunities; 5. Guidance and Limits: Empowering the child to manage their emotions and conduct; 6. Stability: ensuring optimal child development, children can also develop and maintain good attachments with primary caregivers, and the family providers an enabling environment. <p>Source:Department of Health Assessment Framework (2000)</p>
Tik Tok Content	<ol style="list-style-type: none"> 1. The relevance of content on Tik Tok to the parenting information you want to get 2. Ease of parents in understanding the material in the content that is shared 3. Ease of using the Tik Tok application 4. Tik Tok social media has benefits and has value in helping to raise children 5. The use of social media Tik Tok is more interesting in educating parents

	6. Tik Tok social media makes it easy for parents to obtain important information. 7. Tik Tok social media provides information sharing more easily 8. Tik Tok social media stimulates parents to be more actively involved in the parenting process Source:[24]
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Based on the results of distributing the questionnaires for 2-3 weeks, finally 78 parents were found who met the sample criteria. The data collected was subsequently, subjected to analysis using the SPSS application with simple linear regression analysis because in this study only involved 1 independent variable (Parenting Content on the Tik Tok Application) and 1 dependent variable (parenting knowledge).

4. Results and Discussion

Prior to conducting the simple regression analysis, a comprehensive evaluation of classical assumptions was performed, which included normality, heteroscedasticity, and multicollinearity tests. The researchers used the Kolmogorov-Smirnov test to assess the normality to the research data because the purpose of the normality test is to find out whether the sample data is normally distributed.

Table 2. Questionnaire Data Findings from The Test for Normality

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residuals
N	78
Normal Parameters, b	Means
	.0000000
	std. Deviation
	2.92417359
Most Extreme Differences	absolute
	.074
	Positive
	.058
	Negative
	-.074
Test Statistics	.074
asymp. Sig. (2-tailed)	.200 ^{c,d}
a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction. d. This is a lower bound of the true significance.	

It is possible that the regression method used in this study meets the normality assumption, as shown in Table 2, where the normality test with the Kolmogrov-Smirnov method shows a significance of 0.200 greater than ($>$) 0.05

The heteroscedasticity test is the second classic assumption test, which is carried out after the normality test. The goal is to find out whether there are differences in variance between residuals from one example in the regression model[25]. To find out whether heteroscedasticity exists, a dispersion plot is used. On the dispersion plot graph, there will be irregular points showing random distribution both above and below the zero point on the Y axis.

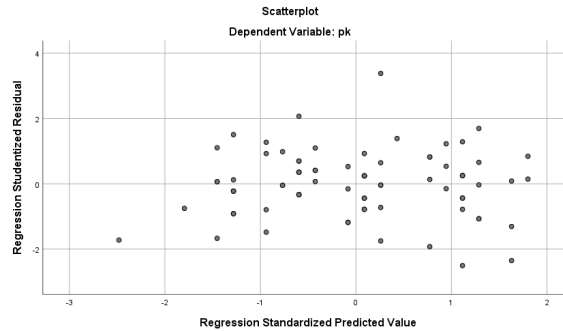


Figure 8. Scatter Plot Heteroscedasticity of questionnaire data

According to the findings from the scatterplot test above, the graph indicates that points on the graph do not exhibit a discernible pattern, leading to the conclusion that the data does not have heteroscedasticity.

To determine whether there is a significant correlation between the independent variables, the variable inflation factor (VIF) of each variable is tested through a multicollinearity test. When a variable exhibits a VIF > 10, it indicates the presence of multicollinearity. Conversely, if a variable's VIF is less than 10, it suggests the absence of multicollinearity.

Table 4. Multicollinearity Test Results

Model		Coefficients ^a					Sig. tolerance	Collinearity Statistics VIF
		Unstandardized Coefficients		Standardized Coefficients	t			
		B	std. Error	Betas				
1	(Constant)	6,912	2,236		3,091	.003		
	Parenting Content on Tik Tok	.830	.057	.856	14,450	.000	1,000	1,000

a. Dependent Variable: Parenting Knowledge

From table 4.5 from the above, it is evident that the analysis calculations indicate that the VIF (Variance Inflation Factor) for each independent variable is below 10, and the tolerance value exceeds 0.10. Consequently, one can infer that the regression model does not experience multicollinearity problems.

Once all the conventional assumptions are met, a hypothesis test is conducted to determine the presence of an effect of parenting content on the Tik Tok application on parenting knowledge. The linear relationship between an independent variable (X) and dependent variable (Y) is evaluated in a simple linear regression analysis. The testing process involves a comparison between the calculated t-statistic (t count) and the critical t-value from the t-table. By using A level of significance number of 5%.

Table 5.Hypothesis Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	6,912	2,236		3,091	.003
	tktk	.830	.057	.856	14,450	.000

a. Dependent Variable: pk

Parenting material on Tik Tok received a t count of (14,450) and a t table of 1.66 (n=78) based on the t count and t table data. With a t count > t table of significance of 0.05 (0.0000.05), it is possible to infer that Parenting Content on social media Tik Tok has a positive and significant influence on parenting knowledge.

Social media allows for more personalized, intimate, and two-way contact. Tik Tok is a social media networking platform with a viral tendency. According to [26] viral has the characteristics of a virus and spreads swiftly. Because social media users have a sharing nature, information that arises from product might spread swiftly. Tik Tok, as a social networking platform, includes the following features: 1) The message sent is not just for one person but may be conveyed to many people; 2) the messages conveyed are usually free; 3) The messages conveyed are usually faster than other media; and 4) interaction time is determined by the recipient of the message (Gamble Teri and Michael in Communication works).

Regarding for what makes the Tik Tok application more popular than other competitors, this entertainment application allows users to become new creators because the ease and simplicity of access are the main reasons. From the market findings, it can be seen that the cause of user interest in this application that focuses on short videos is that users do not take much time to understand the information being shared. There is a demand for information that makes Tik Tok a source of learning for parents. The dissemination of information on the Tik Tok application is very sophisticated and can allow its users to share information with each other so massively. Research by [27] states in that regard, the Tik Tok app is effectively used as an expressive communication medium. Expressive communication according to Mulyana (2008) aims to influence other people not only verbally but also nonverbally (Mulyana, 2008). Expressive communication is a way to convey existing emotions to others. This is communicated through nonverbal messages.

The Tik Tok application can serve as an efficient or successful promotional learning media. The Tik Tok application fulfills parents' information needs for parenting styles that are in line with today's developments. The Tik Tok application attracts parents because it is up to date, and encompasses numerous features that can be put into practice in parenting. The Tik Tok the app is on par with the character of today's parents who are connected and in proximity to the digital realm, particularly electronic devices.

The digital era's fast progress of information and communication technologies has compelled parents to adapt the way they teach their children. Research results [28] shows that 55.4% of millennial mothers in Indonesia seek information using the internet. Through the internet, parents can access a variety of information through social media, blogs, websites. Recent research also states that 66.78% of millennial parents have used social media. Research by [29]. Additionally, it was discovered that the Tik Tok app proved to be a valuable resource for educational purposes.

In research conducted by [30] They mentioned that Tik Tok has the potential to nurture its users into content creators, thanks to its extensive musical features that allow users to express themselves through dance and freestyle performances, ultimately fostering user creativity. Research by [31] states that, videos like those in the Tik Tok application are able to function as a means of alleviating stress and burden on the mind. Therefore, a pleasant mix of music can change parents' mood followed by information conveyed that can provide parents with an easier understanding of parenting.

Historically, mothers used to primarily rely on guidance regarding parenting values from their immediate family members such as parents, in-laws, and other elders. However, in today's world, mothers tend to source a significant portion of their parenting information from the media. The Tik Tok App exemplifies how information exchange is no longer confined by geographical limitations and time constraints. This shift away from traditional in-person interactions is highly probable due to the rapid and accelerated advancements in communication technology. The substantial volume of information acquired from various sources eventually influences parents' understanding of effective child-rearing practices [32].

5. Conclusion

Based on the research results show that parenting content in the Tik Tok application has proven to have an effect on parents' parenting knowledge in Malang City. The Tik Tok application fulfills parents' information needs for parenting styles that are in line with today's developments. The Tik Tok application attracts parents because it is up to date, and offers numerous features that can be applied in the realm of parenting. The Tik Tok application is on par with the character of today's parents and provides a variety of functions that can be utilized in the context of parenting. Thus, PAUD institutions and practitioners in the field of parenting can use Tik Tok as a medium for promoting healthy parenting to more people. The success of parents in dealing with parenting problems can be shared through content that is distributed on the Tik Tok application.

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