



# Use of Instagram social media on the Rensia Sanvira account as child parenting media

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## ABSTRACT

### Keywords

Social media\_  
Instagram\_  
Rensia sanvira\_  
Parenting\_

This journal reviews use of Instagram social media on the Rensia Sanvira account as child parenting media. This research aims to describe the planning, implementation and role of social media regarding parenting children via Instagram. This type of research is qualitative research with a naturalistic paradigm. The research instruments are observation, interview guidelines, and researchers as key instruments. The data source for this research is the results of interviews with followers of Rensia Sanvira's Instagram. The result is knowing about parents' understanding of parenting in changing how to educate children properly through videos on Rensia Sanvira's Instagram. The implementation process involves applying self-disclosure research to social media users using a qualitative approach with descriptive methods. Qualitative research methods were used in this research because in general the aim of this research was to describe the characteristics of self-disclosure to parents on social media. This research uses a descriptive research type aimed at describing and illustrating existing phenomena and conditions, situations as well as variables that are objects. Especially related to parenting using videos from Rensia Sanvira's Instagram. The role of character education is to increase the quality of learning that is more understandable, motivating, inspiring and meaningful. Apart from that, you can be inspired to apply it in everyday life, such as educating children properly, and better understanding the character of each child.

## 1. Introduction

The parenting style of parents towards children is currently something that society needs to pay attention to. Various articles talk a lot about the importance of parental information for children's growth and development (Tola, 2020). There are also articles that report failures in parenting, as reported by Kumparan, Learning from the Mario Dandy Case: The Urgency of Quality Parenting for Children discusses the form of parenting where parents allow their children to become perpetrators of violence (Stephen W. Littlejohn et al., 2012). Parents must be teachers for the children of the family. However, many parents don't even know how to communicate and increase commendable values in their children. To avoid this, parents must be aware of their role in it (Roos et al., 2021). Be a good role model for your child. Let's start creating and maintaining good interpersonal communication with children as the most important key in building closer relationships and increasing attitudes and mutual respect. Understanding (Romero et al., 2021) is the main issue of sustainable communication, the ability to listen with understanding, observe; sensitive or feeling the emotions contained in the message; Listen carefully; do not interrupt or interject in the middle of a conversation; expresses sympathy for the speaker's "world." Parenting style is the attitude of parents towards their children. Therefore Koller & Weber (2020) argue that children's attitudes are usually similar to parents' behavior in relation to parenting patterns and the child's socialization process with the surrounding environment. Parenting is also described as the actions of parents towards their children in order to

prepare the children to become good citizens (Riaz, 2016). From this it can be concluded that a child's growth and development is of course closely related to parenting and communication with parents because the family is the main dimension and closest to the child (Ulfa et al., 2021). Because parenting skills can have a huge impact, parenting is now widely discussed on the internet, one of which is Instagram (Suprpto et al., 2020). The available features give everyone the opportunity to use it as an entertainment, education and business tool. Awareness of the good use of social media has a positive impact in the form of information exchange (Sari & Basit, 2020). This is parallel to human life. With information, people usually need someone to help fill in the information. Above Currently, the emergence of influencers is a new ecosystem. Social media has finally caught up with chat rooms for its users. The birth of many Indonesian influencers who are competing to be able to exercise for the public through the media. Social media influencers are individuals who are considered capable leaders of opinion regarding various topics of interest on social networks namely; food, beauty, lifestyle and much more (Merrilees et al., 2009). In the context of PR, influencers form branding personalities to be able to shape audiences with their attributes and characteristics. Also sending messages aims to influence, invite and educate. (Marston, 1979) in contemporary public relations explains that "PR is persuasive communication that is designed and planned to significantly influence the public - planned PR, persuasive communication, planned significant public impact" (Agusti & Dwi, 2021).

Social media has become an integral part of our daily lives, with millions of people around the world using it to connect, share information and seek entertainment. In recent years, social media has also emerged as a platform for education and support for parents (Rinawiyanti & Kusumo, 2023). This essay explores the impact of Rensia Sanvira's Instagram on parents' understanding of parenting patterns. The essay begins with a theoretical framework of social media and parenting, followed by an analysis of Rensia Sanvira's Instagram content and its impact on parents' understanding of parenting patterns (Ivana & Islam, 2022). Finally, this essay discusses the implications and limitations of using social media for parent education. The impact of social media on society has been widely discussed in academic literature. Social media platforms are known to have both positive and negative impacts on individuals, including parents. Theoretical perspectives on the role of social media in parenting suggest that social media can be used as a tool for parental education and support (Hanaysha, 2021). Previous research suggests that social media can give parents access to parenting resources, connect them with other parents, and facilitate discussions about parenting issues. But social media can also present challenges for parents, including the potential for misinformation and the negative impact of social media on children's development. According to Hastuti et al., (2022), parenting is the process of growing and educating children from post-birth until the child enters adulthood.

Rensia Sanvira is a parent influencer from Indonesia who shares his experiences and insights regarding parenting through his Instagram account. His account has gained a large following, with more than 600,000 followers. Rensia Sanvira's Instagram content focuses on various parenting topics, including child development, discipline and education. Analysis of Rensia Sanvira's Instagram content regarding parenting patterns shows that the content is informative, interesting and relevant to parents. A survey of parents' exposure to Rensia Sanvira's Instagram found that her content had a positive impact on parents' understanding of parenting patterns. Parents report that they find Rensia Sanvira's content useful in understanding their child's behavior and development. Apart from that, parents also admitted that they had become more confident in their ability to care for children after being exposed to Rensia Sanvira's Instagram content.

The potential of social media as a parenting education platform is enormous. Social media can give parents access to parenting resources, connect them with other parents, and facilitate discussions about parenting issues. However, there are also limitations and challenges in using social media for parent education. The potential for misinformation and the negative impact of social media on children's development is a significant challenge. Additionally, social media platforms are unregulated, and there is a lack of quality control over the content shared on them. Therefore, it is important to develop guidelines and standards for parent education on social media to ensure parents receive accurate and trustworthy information. Future research should focus on developing effective strategies for using social media as a parent education platform. Hornby ( in Redmond et al., 2020) wrote that parental involvement will provide benefits such as increasing children's school attendance, attitudes and behavior, and improving their achievement and personality.

Rensia Sanvira is a popular Instagram account that focuses on promoting parenting patterns. With over 600,000 followers and an impressive engagement rate, the account has become a go-to resource for parents seeking advice and guidance in parenting their children. In this essay, we will explore the impact of Rensia Sanvira's Instagram account on parents' understanding of raising children. We will analyze the type of content shared on these accounts, input from parents, and the limitations of using social media as a sole source of parenting information. The core idea is that a "virtual community" can be formed by any number of individuals via the internet based on their own choices or in response to a stimulus (Burton & McQuail, 2021). Rensia Sanvira's Instagram account is dedicated to promoting parenting. The account shares a variety of content, including tips, advice and personal experiences related to parenting. Content is presented in an attractive and visually appealing way, with colorful graphics and engaging text. The account has over 600,000 followers and an impressive engagement rate, with comments and likes on every post (McQuail & Windahl, 2015). The purpose of this account is to give parents a platform to learn and share experiences with other parents.

It cannot be denied that the presence of new media has brought convenience to human activities, especially in terms of communication. New media, in this case the Internet, is often used to access social media. Social media itself is a website based on digital communication that connects with other users and allows users to participate, share and create content. Through social media, communication between individuals is not limited by space and time (Pandjaitan et al., 2022). Additionally, it allows social media users to recover lost contacts. Facebook, Twitter, WhatsApp, Line are examples of social networks or social media. However, apart from being a social media that is useful for communicating and interacting with friends, there are also websites or media that help users express themselves through images and videos. Namely through the social network Instagram. Users can create content that contains images, photos or short videos that can be seen and responded to by our account followers, who in this case are friends. Responses that can be given are in the form of likes or love, as well as comments on posts that we upload to Instagram.

Instagram itself is very actively used in Indonesia. Based on the research results, it was found that Indonesia has the largest Instagram community in the Asia-Pacific region. This shows that users prefer to use social media that provides space Instagram has a system in the form of followers and followers. Followers are friends' accounts whose friend requests we accept, while followers are accounts that we follow, for example, if we are interested in photography, we follow accounts related to photography. Same as the others. We can even monitor artist accounts and see all activity, for example the account owner's posts, and can respond to them. Apart from that, on Instagram we can add filters or effects to the photos or images that we want to upload to beautify the content we create. After that, we started creating headlines or information that is often used to explain the content message. We can add location features to a post, friends who want to identify themselves, and hashtags to make it easier for other users to find the post.

This research aims to explore Rensia Sanvira's experience in using social media Instagram to create content about parenting. In this context, the research will look at how Rensia Sanvira's Instagram social media creates content on how parents educate their children well, especially in terms of parenting.

This question will allow a deeper understanding of whether parenting learning provides motivation for Instagram social media users to remain active in learning parenting even though it is done on social media.

Apart from that, this research will also investigate the extent to which parenting learning influences Instagram social media users who follow Rensia Sanvira. This question is important to understand whether parenting learning on Rensia Sanvira's Instagram can facilitate adequate social interaction between social media users and Rensia Sanvira considering that they cannot visit in person. In this case the research will evaluate whether parenting learning on the social media Instagram. opportunity for Instagram users with rensia sanvira.

Thus, the formulation of this problem aims to provide deeper insight into parenting lessons on Rensia Sanvira's Instagram and interactions between followers. It is hoped that the results of this research can provide useful information in educating children properly and correctly to optimize learning methods in educating children well.

## 2. Theoretical Framework

The author views that: Social Media is a tool in conveying information from someone to someone or a group of people, to achieve individual and group goals. To be clearer, as stated by Dr. Rulli Nasrullah (2017) in the book *Social Media* that "social media can be seen from the development of how individuals relate to media devices." And according to Dankers et al., (2023), quoted by Nasrullah in the book *Social Media* (2016; 11), that "Social media is a media platform that focuses on the existence of users which facilitates them in activities and collaboration. Therefore, social media can be seen as online medium (facilitator) that strengthens relationships between users as well as a social bond." Various definitions, Dr. Rulli Nasrullah (2017) in the book *Social Media* (2016; 13), concluded that Social Media is a medium on the internet that allows users to present themselves and interact, collaborate, share, communicate with other users, and form virtual social bonds." From the various definitions above, the author underlines that social media has certain characteristics in relation to every human being carrying out social relations in the era of development of communication technology. In connection with this, Dr. Rulli Nasrullah (2017) in the book *Social Media* (2016; 15), "Social media is one of the platforms that appears in cyber media. Therefore, existing social media is not much different from the characteristics of cyber media. The media characteristics are: Network; Information; Archives; Interaction; Social simulation; Content by users. There are various types of social media, namely: Facebook; YouTube; Instagram; Twitter (Qorin Munandiyal & Fajar Junaedi, 2022).

Thus, social media is a medium that helps someone socialize with the environment and new people who do not meet face to face. B. Instagram Instagram comes from understanding the overall function of this application. The word "insta" comes from the word "instant", like Polaroid cameras which at that time were better known as "instant photos". Instagram can also display photos instantly like Polaroid in appearance. Meanwhile, "gram" comes from the word "telegram", where the way telegram itself works is to send information to other people quickly. Likewise, Instagram can upload photos with other information using the internet network, so that the information you want to convey can be received quickly. That's why Instagram comes from the words 14 instant-telegram Hadiana & Winduwati (2020) in the research journal "The Influence of Instagram Social Media on Photography Interest in the Pekanbaru Photography Community". Instagram is also an Android-based social media application that uses the internet network to activate it. Instagram also has several functions, namely: Interaction with fellow Instagram users; Search for and share information or knowledge; As a marketing tool (online marketing)

### Social media or Instagram

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Various research results show that parental attachment is closely related to the mental health of children and adolescents. In fact, in all cases (with or without special needs/disabilities), parental attachment plays an important role in their mental health. There are six areas of development in early childhood education, namely religious and moral values, cognition, physical movement, language, socio-emotional and arts. One aspect of development that is the focus of this research is children's social and emotional development. During early childhood, children are generally at a stage where they enjoy playing, exploring and having lots of friends. As children get older, they make new friends and start to socialize. According to the stage of early childhood development, in social interactions, children are expected to be able to socialize with friends and people around them, and are expected to be able to express their thoughts, ideas and thinking when socializing. with their colleagues. However, based on observations in the field, there are still many young children who experience a lack of self-confidence, Like the shyness when meeting new friends. Observing the children's behavior in the home environment, it was found that 2 children still felt embarrassed. He doesn't like playing with new friends. They tend to be very shy and won't even talk to people they rarely see. This results in children's social-emotional abilities being hampered due to a lack of self-confidence.

The family is a unit based on social relationships, even though there is no blood relationship between each other, there is a certain relationship or interaction and influence between each other. From another point of view, family also refers to the interactive (interconnected and influenced) partnership between father, mother and children who live together based on a legal and legitimate marriage relationship. From this description it can be concluded that humans are a natural basic educational institution. Parents, as the smallest community, have an important strategic role in building a wider community. Therefore, a harmonious family life needs to be built. Parents have a very important role in early childhood development. When children encounter obstacles in their growth and development, parents must provide support to their children so that their children do not encounter obstacles in their growth and development. Shyness often occurs because children are afraid of strangers and because children do not socialize enough with their surroundings. Therefore, the role of parents is very important in eliminating feelings of awkwardness in children. Because with encouragement, motivation and parental involvement in children's growth and development, children will have the courage to appear and get to know new people around them.

The role of parents as friends. Children can feel lonely playing alone at home. In this case, parents can be friends for their children. As children's friends, parents can invite their children to play together, such as role playing, to develop children's communication skills, apart from that, parents can invite their children to tell stories, so that parents can build good communication with children, so that when children face problems, children can talk to other people. No need to tell stories or ask parents. This is supported by the opinion of (Casaló et al., 2021), who state that parents are expected to be friends with children, so that children have problems, so that they are not embarrassed and hesitate to tell stories. According to Hidayah (2020), the role of parents as friends is to invite children to play, joke together and give love. According to Hidayah (2020), who states that children need the participation of parents in playing so that parental interactions and reactions can improve children's social skills so that children know how to behave when playing. Thus, Instagram is a social media application that

uses the internet network to activate it and as a tool for sharing and searching for information or knowledge. Thus, Instagram is a social media application that uses the internet network to activate it and as a tool for sharing and searching for information or knowledge.

### 3. Method

The approach used in this research is a qualitative approach which is used to find out or describe the reality of the events being studied so as to make it easier to obtain objective data. Sarifudin et al., (2020) states that qualitative research methods are used by researchers in natural object conditions. According to Moleong (2016), qualitative research is "research that intends to understand phenomena about what is experienced by research subjects, for example behavior, perceptions, motivations, actions, etc., holistically, and by means of descriptions in the form of words and language, in a special natural context and by utilizing various natural methods". Based on the definition above, it can be seen that qualitative research is natural research and the data produced is descriptive. This research uses a qualitative approach with a case study type of research. This research focuses intensively on one particular object and studies it as a case. Case study data can be obtained from all parties concerned. Research subjects are data sources that can provide information related to the research problem being studied. The technique for selecting research subjects uses a purposive sampling technique, namely they are selected with certain considerations and objectives (Sugiyono & Lestari, 2021). The criteria determined by researchers as research subjects are those who are involved in the activities being researched, know and understand information related to research. Based on this, the subjects in this study were selected using the following criteria: Families who want to learn about parenting; People who know Ransia Sanvira's social media.

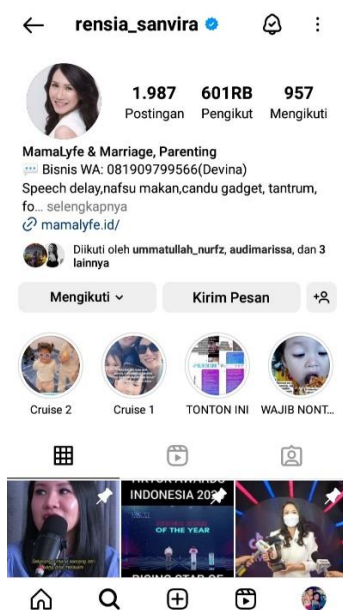


Fig 1. Picture or photo social media Instagram rensia sanvira

In the research, namely on social media, Rensia Sanvira taught how important parenting is in educating children properly and understanding the character of each child, that qualitative research is more concerned with a lot of information than a large number of informants. The data collection techniques used in this research are: Document: The documentary method is a type of method that is often used in social research methodology, related to data collection techniques. This method is widely used in the scope of historical studies. However, currently document studies are widely used in other social science fields in their research methodology. This is realized because most of the social facts and data are stored in documentary materials. Therefore, the social sciences are currently seriously considering document studies in their data collection techniques. Data in qualitative research is mostly obtained from human sources, through observation and interviews.

However, there are also non-human sources, including documents, photos and statistical materials. Document studies carried out by qualitative researchers, their position can be seen as "resources" who

can answer questions; "what was the purpose of the document being written?; what is the background?; what can the documents tell the researcher?; under what circumstances was the document written?; For who?" and so on. (Panjaitan & Harahap, 2021). According to Sugiyono (2018) document study is a complement to the use of observation and interview methods in qualitative research. In fact, the credibility of qualitative research results will be higher if you involve/use document study in your qualitative research method. Qualitative methods use several forms of data collection such as open-ended interview transcripts, observation descriptions, document analysis and other artifacts. The data is analyzed while maintaining the authenticity of the text. This is done because the aim of qualitative research is to understand phenomena from the perspective of participants, social and institutional contexts. So qualitative approaches are generally inductive. Apart from that, in qualitative research there are also common data collection procedures, namely through literature studies and field studies. Observation: According to Sugiyono (2013), research begins by implementing the program and recording the results, analyzing them, then drawing conclusions based on whether or not student business development occurs. The non-participant observation method was used in this research because the researcher was not involved and was only an independent observer.

#### 4. Result and Discussion

Parenting as a process that refers to a series of actions and interactions carried out by parents to support children's development. The parenting process is not a one-way relationship in which parents influence children alone, but more than that, parenting is a process of interaction between parents and children which is influenced by the culture and social institutions in which children are raised (Jane B Brooks).

All actions that are part of a continuous interaction process that affect not only children but also parents, which are carried out by adults towards children, which are carried out from the moment the child is born until they are adults in order to protect, care for, teach, discipline and provide guidance.

The aim is to facilitate children being able to be responsible (independent) and contribute as part of society who will never let go of implementing their values as servants of God (according to the era in which they will live) by involving three keys to parenting, namely: Efforts to meet children's needs for physical, spiritual, social and emotional well-being to protect children by avoiding potential accidents and abuse of children. Provide rules and ensure that the rules are controlled and can be enforced; Supporting children in developing their potential, where if this is done correctly, the children in their care will be able to become a good generation and also be a comfort to the eyes and hearts of their parents.



Fig 2. Photo content parenting rensia sanvira

Preschool Children are special creatures who have different characteristics and needs. According to Sujiono ( in Bers, 2012) explains that early childhood is children aged 0-8 years who have various genetic potentials and are ready to be developed through providing stimulation. During this period, children experience a golden age, which is a period where children begin to be sensitive or sensitive to receiving various stimuli. During this golden age, intelligence development is very important for children because they experience very rapid growth. Intelligence development is an aspect of development that emerges and develops rapidly during early childhood because cognitive potential is formed in the first four years of life. At this age, many parts of the brain's cortex will produce an excessive number of synapses as an implication of the child's early development in interacting with the surrounding environment (Rahayu, 2019).

However, technological advances can also help children's creativity if their use is balanced with children's interactions with their surrounding environment. Parents can take part in selecting videos to provide appropriate stimulation by providing interesting, fun and creative learning videos. Such as videos that contain colors, numbers, pictures and songs that are appropriate for young children.

According to Diana Baumrind ( in Dewi, 2020), there are four types of parenting styles that can be used in parenting, including democratic parenting, authoritarian parenting, permissive parenting, and neglectful parenting. However, in general, parenting styles are divided into 3 types, namely:

**Democratic Parenting Pattern** A parenting style that applies treatment to children in order to shape the child's personality by prioritizing the child's rational interests. The impact of this parenting style is to shape children's character, such as self-confidence, being friendly, being polite, working together and having a high sense of curiosity.

**Authoritarian parenting style** A parenting style that prioritizes the formation of the child's personality by setting standards that must be followed accompanied by threats. The impact of this parenting style is that children will have traits and attitudes that are irritable, timid, moody and feel unhappy, easily influenced, stressed, and difficult to make friends.

**Passionate Parenting Pattern:** Parents' parenting style for children in order to shape the child's personality by providing very loose supervision, giving the child the opportunity to do things without sufficient supervision and control. This means that children will be given the freedom to explore according to their own wishes. The impact that arises is that children are rebellious, have a lack of self-confidence, and like to dominate.

The role of Instagram media, Rensia Sanvira, as a parenting media is that it is easy to understand the content and the way it provides parenting information is very entertaining because it uses everyday life and has elements of comedy, so if you watch the content continuously it is not boring or boring. Rensia Sanvira in presenting her content also shows examples so that it will be very easy for followers to understand what is being conveyed.

## 5. Conclusion

From the results of the discussion above, it can be seen that the social media Instagram, Rensia Sanvira, with all the lessons about parenting that are easy to understand, is widely used by Instagram users who follow Instagram, Rensia Sanvira, to learn about parenting. In forming parents who can educate children well and correctly. Rensia Sanvira also adapted to show how to educate children using the social media Instagram in everyday life. In showing that he is a very critical influencer, Rensia Sanvira really thinks about how he will be assessed. Because this has an impact on life on social media.

Researchers gave advice to social media Instagram, Rensia Sanvira, to be able to show how to educate children with more information. Hopefully we can continue to inspire and work in providing education about parenting via Instagram. To remain yourself in positive terms according to applicable norms. Can filter information from social media, especially Instagram, so that you stay on point and don't follow too many negative trends.



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