



Discourse analysis of the sharenting phenomenon on social media (Atta Halilintar @ah Youtube channel)

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ABSTRACT

Keywords

Sharenting
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The practice of sharenting is often found on social media, sharenting is a social phenomenon where people know to upload photos or videos of child development on social media from the time the child is still in the womb, to the stage of child development. As for the theory of this research, the author chose discourse analysis from Teun A. Van Dijk's using qualitative research methods, Teun A. Van Dijk's discourse analysis model explains that discourse will not be sufficient if it is based on text alone, in Teun A. Van Dijk's discourse analysis, discourse is divided into three levels, namely the text consist of microstructure, superstructure, and macrostructure. Based on the analysis of the sharenting phenomenon on Atta Halilintar's YouTube account, Atta and his wife Aurel unintentionally and unconsciously often show their children in front of the cyberspace public, thus their children's cyber image formed by their parents, this will have a big impact in the future, perhaps the most important thing is that parents must realize that when children grow and develop, they must also be given the right to their own privacy.

1. Introduction

The practice of sharenting is often found on the social media of an artist or celebgram or even youtuber who has a child, then sharenting is a social phenomenon where people know to upload photos or videos of child development on social media from the time the child is still in the womb, until the child's growth and development stage (Coyne et al., 2014), as a media platform for disseminating information both photos and videos, social media users both Instagram and YouTube make it a means or place to express themselves by posting photos and videos on social media until satisfaction arises in that person (Lewis, 2009), currently there has been a transformation in social media, namely utilization as a business field, due to the development of ever-changing market trends, with changes in media usage making people compete to present interesting content (Ellison et al., 2011). The benefit of this parenting activity is that it can establish and maintain good relations between schools and parents (Pramukti & Utomo, 2020). Balance the way the school educates students at home with the way parents behave themselves. education is conducive to the establishment of a good relationship between the two institutions, namely the education center and the family center so that the child parenting model offered by the two institutions is balanced (Nuzhatussholehah & Jamiati, 2022).

Among social media users, the young parents group is the most active part by displaying information online both in the form of experiences and feeding styles to the virtual community (Adinda putri & Filosa gita, 2022). Not only sharing content related to themselves but also sharing content of their children's activities, for example the case of the couple Atta Halilintar and Aurelie

Hermansyah, they are celebgrams, youtubers and even as celebgrams, through the content on Atta's youtube channel, this couple often makes their children as material for their youtube content, so that children will be in the public spotlight because of the impact of the status of their parents who are public figures (Puspita, 2022), Until now in Indonesia there has not even been a regulation governing the sharenting phenomenon, this is a privacy right for a child, of course there must be regulations regarding violations of this child's privacy rights, later a child's privacy can be legally protected, the impact of the absence of these regulations, making parents feel they have full control over their own children and consider this sharenting action to be commonplace (Dyer, 2018).

Researchers use an interpretive paradigm as a point of view and a foundation for thinking that is considered to be able to state the truth from all points of view, for this research method using qualitative research, a type of research that descriptively explains the phenomenon of words and analysis, it will reveal information in the form of meaning and messages contained in Atta's social media content, the netnography approach is a suitable approach for this research, which is research that focuses on how to understand cyberspace or cyberspace in which people interact with each other and are capable of a cultural system and society itself, in this approach researchers will make observations, as for the theory of this research (Bowler Jr., 2010), while this study aims to find out and analyze the phenomenon of sharenting that occurs on Atta Halilintar's youtube channel, the author chooses discourse analysis from Teun A Van Dijk using qualitative research methods, Teun A Van Dijk's discourse analysis model explains that discourse will not be sufficient if it is based on text alone, in Teun A Van Dijk's discourse analysis, discourse is divided into three levels, namely text consisting of microstructure, macrostructure and superstructure.

2. Method

Based on the main focus of the problem to be studied, how the sharenting phenomenon occurs on Atta Halilintar's YouTube channel, the object of this research is Atta Halilintar's social media channel (YouTube) @AH, researchers use an interpretive paradigm as a point of view and a foundation for thinking that is considered to be able to state the truth from all points of view. This research method uses qualitative research, which is a type of research that descriptively explains the phenomenon of words and analysis (Creswell, 2009), it will reveal information in the form of meaning and messages contained in Atta's social media content. A netnographic approach is an appropriate approach in research that focuses on understanding the virtual world where people interact with each other and can shape the cultural system and society itself (Bowler Jr., 2010).

In this approach, researchers will observe social media content and object activities online, To obtain research data, the research uses documentation and observation techniques, the research will select Atta's YouTube content that contains the phenomenon of sharenting (Wenerda, 2022), then the research will make further observations of the content and understand the phenomena that occur to obtain the necessary information, while for the theory of this research is Teun A Van Dijk's discourse analysis, in his theory he explains that discourse will not be sufficient if it only relies on text, but the text is also the fruit of formation that needs to be observed, and in the text, there is also social cognition that must be formed (Eriyanto, 2001).

Van Dijk sees a text consisting of three levels, namely the first text, the later level studies how the structure of the text can determine a theme, this text also includes a macrostructure: the text can be studied and observed by looking at the theme of an object. superstructure: the framework of a text, the side of the text that is organized as a whole into a news story. microstructure: discourse observed from a small part of an object or text. Second, is social cognition, at this level it will be seen how a sentence is formed by the author based on his social cognition. In the third stage, the social context, how a text is interconnected with the social level that processes in society (Van Dijk, 1993).

3. Result and Discussion

For some data findings later in this study, several photos or screenshots of the subject under study will be presented which will tell the phenomenon of sharenting, from the photo or screenshot evidence data will be classified into several. This research will analyze the phenomenon of sharenting carried out by a couple of lovers Atta Halilintar and Aurel Hermansyah who are widely known as public

figures in the entertainment world, they are both very active on social media, both Youtube, Instagram and TikTok with millions of followers, a lot of their content is family-themed.

In analyzing the text, researchers classify three levels of text, namely microstructure, macrostructure, and superstructure. In the microstructure researchers will analyze photos and captions from a semantic, detailed, and stylistic point of view, in the macrostructure researchers will analyze from the thematic section, and finally at the superstructure level researchers will analyze from the schematic section, after the researcher analyzes the text, then the researcher will analyze at the level of social cognition which analyzes the awareness of Atta Halilintar and Aurel Hermansyah in sharenting their children Ameena, then the last researcher will analyze the parts of the text that are guided by the social context in which the text is formed.

3.1 Analysis of Atta Halilintar's Sharenting Activities on the @AH YouTube Channel

Social media has a significant influence on various aspects of our daily endeavors, and as this study reveals, parenting is no exception. This research reveals how Atta Halilintar in the sharenting phenomenon shares videos of his children on his YouTube channel. Researchers are still debating the morality of this phenomenon (Safira et al., 2022). By exposing children's videos on his YouTube channel, Atta Halilintar intends to prepare a generation of children whose identities are in the public domain even before they can distinguish between private life and public life. Also, this identity may be embarrassing for the child in the future (Rachmad & Rohmah, 2022). That is why some countries have passed laws that prevent parents from indiscriminately sharing photos of their children on the Internet. While the internet makes parenting interesting, parents should be careful when posting photos of their children online. More so, social media platforms should provide some sort of time limit and conditions that parents should agree to before sharing their child's photos on the internet (Prasetyo, 2022).

Among social media users, the young parent group is the most active part by displaying information online in the form of experiences and feeding styles to the virtual community (Jinyang, 2015). Not only to share content related to themselves but also to share the content of their children's activities, this activity of sharing children's content on social media by parents is known as Sharenting, sharenting behavior can also be associated with violations of children's rights, especially when parents upload personal and sensitive information for children which is considered a common practice among parents (Choi & Lewallen, 2018).

According to the authors, parents' motive for sharenting is to gain social recognition and support from society. Parents want to show the world their parenting skills. Through social media, they share pictures or videos about their daily lives and even upload photos of their children. The sharing activities of these artists can certainly be the direction of attention of other YouTube users, especially artists because they are public figures. Social media sharing activities can be seen through three indicators, namely polish, promotion, and familiarity. Researchers saw how the sharing activities were carried out by a YouTuber, Atta Halilintar's.

Atta Halliintar's YouTube channel posts consist of three indicators at once. There are only a few, namely two downloads that have these three clues, polished, promotional, and intimate. This shows that many uploads of engagement activities promote something, but on the other hand, Atta Halilintar's pays enough attention to the beauty of the visuals he uploads. Not only that, because the purpose of uploading shares is to promote something, he sometimes involves his children quite a lot. The involvement of his wife and child (Ameena Hanna Nour Atta) in the upload is not arbitrary, it also shows familiarity and closeness with his child in all activities. However, some parents are starting to care about children's rights and privacy, so they implement some strategies by covering their children's faces and still posting proudly. Other causes are driven by feelings of attachment to the community and family.

3.2 Analisis Wacana Dengan Model Teun A Van Dijk Terhadap Fenomena Sharenting di Channel YouTube Atta Halilintar @AH

1) Text Analysis

In this discourse analysis Van Dijk divides the discourse into several structures whose parts support each other, and are divided into three levels, namely macro structure, superstructure and micro structure.

Table 1. *Van Dijk's Discourse Analysis Concept of Text Structure*

<p>Micro Structure</p> <p>The meaning of the discourse can be seen based on the analysis of the choice of words or sentences, and the style used by the person classified by Van Dijk.</p>
<p>Macro Structure</p> <p>The overall meaning based on a text that can be understood by looking at the topic or what is discussed in the text.</p>
<p>Super Structure</p> <p>The overall structure consists of a beginning, body, and end or conclusion.</p>

Van Dijk analysis discourse from several constructive structures. Van Dijk dissects the elements of discourse into three, namely micro structure, superstructure, and macro structure (Van Dijk, 1993).

2) Micro Structure

Microstructure in critical discourse analysis according to Teun A Van Dijk consists of four elements accompanied by different sub-analyses. First, the semantic element (setting, details, intent) which discusses in depth the meaning that wants to be emphasized in Atta Halilintar's YouTube channel uploads.

a) Semantic Analysis

The elements that are classified in semantic analysis are the elements of background, detail, purpose, presumption, and nominalization. Background elements are facts or reporters' points of view placed in the news that explain events, for long-term knowledge (history) or present knowledge (context), to help readers understand about the facts of an event in the news. Background in cognitive terms, informs the reader of the information needed to activate a situation model from memory; that is, a representation of accumulated experience and personal knowledge about a concrete situation (Eriyanto, 2001).

The meaning that wants to be emphasized in the words in the uploaded video on the Atta Halilintar YouTube channel, consists of the following elements. The first semantic element is the setting, the background element. This background element is a reflection of the creator's ideology, for example, in the video upload entitled "CIPUNG KASIH KADO AMEENA!!! MEWAH BANGET, SEMUA TERPUKAU!!!" directs that in this written discourse the setting described is a situation of excitement at Ameena's birthday event (Child of Atta Halilintar and Aurel Hermansyah). It is said to be happy because what is contained in the video is excitement starting from birthday preparations, to giving gifts from Cipung (Son of Raffi Ahmad and Nagita Slavina) to Ameena (Son of Atta Halilintar and Aurel Hermansyah).



Fig. 1. Video "CIPUNG KASIH KADO AMEENA!!! VERY LUXURIOUS, ALL AMAZED!!!!"

b) Mikro Details

The second element at the semantic level is the detailed microstructure. In this detail element, the creator presents the text in a video that benefits Atta Halilintar in his YouTube channel, raising two objects that have been described, namely parenting, and daily family activities, for example in the uploaded video entitled "MIMI PIPI ONE STAGE AGAIN!!!! EXCITING!!! AMEENA KAGUM GA BERKEDIP!!!!" in this video upload, it can be seen that the youtube channel creator Atta Halilintar presents a caption text that makes it easy for viewers who are not very clear in capturing the conversation being discussed in the video, besides that the video is proof that Atta Halilintar's youtube channel also uploads daily family activities, not just parenting. So, it can be concluded that the Atta Halilintar YouTube channel as a whole has a family theme. Both nuclear family and extended family.



Fig. 2. Video of "MIMI PIPI ONE STAGE AGAIN!!! EXCITING!!! AMEENA AMAZED NOT BLINKING!!!!"

c) Stylistic/Lexicon Analysis

The third element at the semantic level is stylistic or lexicon analysis. In this element, text in the video that is more favorable to the creator is written explicitly, but if it is harmful, it will be written implicitly. Elements can influence the audience in interpreting a text in a video. For example, in the video "CIPUNG KASIH KADO AMEENA!!! luxurious, everything is for me!!!", Atta Halilintar says

that "everything in my life is for Ameena" which leads to a statement on the great love of Atta Halilintar and Aurel Hermansyah for their daughter Ameena.



Fig. 3. Video "CIPUNG KASIH KADO AMEENA!!! VERY LUXURIOUS, ALL MESMERIZED!!!!"

3) Macro/Thematic Structure

Macro Structure is a thematic interpretation that is certainly a very influential part of the content and ideas written in the news. Thematic elements in several videos uploaded to the Atta Halilintar YouTube channel. by Researchers successfully analyzed and interpreted as a whole. Based on the analysis conducted by researchers, not all reports fall into the four categories above, each report by different authors has different ideological arguments and packaging, so it does not cover the main points of analysis, the thematic part can also be called the overall meaning of a discourse on analysis.

The earliest thing included in Van Dijk's critical discourse analysis is the topic that is included in the macrostructure element (Payuyasa, 2017). With the topic, we can find out what is the focus of discussion on that matter and can also find problems or actions faced by communicators when eliminating problems. In using Van Dijk's discourse analysis framework, the topic in Atta Halilintar's YouTube channel content consists of several subtopics. In this discourse, there are several subtopics in all uploaded videos, where the outline can be shown in the direction of parenting and daily family activities.

a) *Parenting*

The benefit of this parenting activity is that it can establish and maintain good relations between schools and parents. Balance the way the school educates students at home with the way parents behave themselves. education is conducive to the establishment of a good relationship between the two institutions, namely the education center and the family center so that the child parenting model offered by the two institutions is balanced.

b) *Family Daily Activities*

Families have a big role in raising children, moral education in the family must be instilled in every individual from an early age, this is what Atta Halilintar wants to show through his YouTube Channel Atta Halilintar on his daily videos of Atta Halilintar's daily life to his family's daily life all highlighted and packaged so that it becomes an interesting video in each video, from uploading sharenting videos on Atta Halilintar's YouTube channel, in addition to several motives for parents, sharenting related to their children, it turns out that sharenting also has an impact on the child himself because sharenting is considered a form of child exploitation when children are used as material for personal gain, for example endorse (Otero, 2017).

In essence, Atta Halilintar has often shared on the Atta Halilintar YouTube channel, whether he realizes it or not, with various motives. This has become a habit and is considered normal but risky (Choi & Lewallen, 2018). This is contained in a video uploaded on Atta Halilintar's channel entitled "AMEENA ATTA AUREL MOVES TEMPORARILY TO BALI!!!". It can be seen in the video that

everyone can know the whereabouts of Atta Halilintar's family, especially his son, Ameena Hanna. In other words, the privacy of Ameena Hanna, who is still relatively small, has been lost. It is feared that this will have a certain impact on adulthood. Especially for the Atta Halilintar family who very often expose their children.



Fig. 4. "AMEENA ATTA AUREL MOVES TEMPORARILY TO BALI!!!"

Due to the accessibility of technology and widespread Internet access, Atta Halilintar's child already has a digital footprint even before her first birthday, for example, in the live stream that showed Ameena's face as a newborn in the form of a streaming video birth announcement. This information is not limited to images, with birth dates, names, geographical locations, and schools all vulnerable to data middlemen who very often sell private information to viewers of Atta Halilintar's YouTube channel.



Fig. 5. Live Streaming "Face Refeal dan Baby name A"

This active digital footprint can be traced back to the Atta Halilintar family. It can be accessed by anyone and shared without the knowledge or permission of the Atta Halilintar family and reveals information that does not want to be shared, such as location, and other personal data. Apart from some of Atta Halilintar's motives for sharenting related to his child, it turns out that sharenting also has an impact on the child himself because sharenting is considered a form of child exploitation when children are used as material for personal gain, for personal gain, for example endorsements. In

addition, sharenting usually increases when there is a big event or a certain celebration, such as Atta Halilintar's latest upload on his YouTube channel celebrating Ameena's birthday.

The impact is the creation of the child's online identity, the loss of the child's privacy, the emergence of online crime, and even an impact on the psychological condition of the child himself. Therefore, it is necessary to have a legal body that covers child protection and parents' understanding of sharenting. These risks are compounded by the permanence of online privacy, as posted images and videos have the potential to remain on the Internet forever without the consent of Ameena herself. Ultimately, it is difficult to quantify the effects of sharing as they may be indirect, both in terms of the harm done to the young child and the permanence of the data that can be exploited at a later date.

To make matters worse, Atta Halilintar's YouTube channel even uploaded a video when Ameena Hanna fell ill. Maybe this is trivial for the Atta Halilintar family, but children have the right not to be disturbed or even covered or videoed, especially in an unfit or unhealthy condition. This can make Ameena Hanna feel stressed and not feel like she has a chance to rest. Maybe the Atta Halilintar family feels that Ameena Hanna is still small and does not understand these things, but it is precisely because since childhood it has been accustomed to this that will make Ameena Hanna feel uncomfortable for a long time and even feel that she has no privacy at all, even when she falls ill.



Fig. 6. "AMEENA IS SICK WITH FEVER!!! CRYING ALL DAY, ATTA CALLED THE DOCTOR TO THE HOUSE!!!"

4) *Superstructure/Schematic*

The schematic structure or superstructure suggests the general form of analysis. Discourse generally has a scheme from beginning to end. The flow shows how the parts of the video are made and ordered to form one meaning. The information is divided into two major schemes: the summary, which refers to the title of the video, is the overall content of the information.

This discourse opens with a sentence excerpt from a video titled "AMEENA OPENED A COUPLE OF 1000 ARTISTS AND SULTAN SULTAN!!! LUXURY!!!": "Okay guys, you know what? I have a sleeping daughter, her name is Ameena. She's been sleeping for so long, since last night's show, she hasn't seen me again". The opening line in this discourse is very interesting to provoke curiosity about what the creator will discuss and how he reacts to the funny things Ameena (Son of Atta Halilintar and Aurel Hermansyah) does. This is also part of the sharenting phenomenon contained in Atta Halilintar's YouTube channel.



Fig. 7. "AMEENA OPENED A CADU FROM 1000 ARTISTS AND SULTAN SULTAN!!! LUXURY!!!"

When viewed from the video uploads above, it can be seen that some videos from Atta Halilintar's YouTube channel cross the boundaries of children's privacy. Fundamentally, it is also important that children are seen as independent beings, and not just burdened as attachments to their parents. If the parent-child relationship is not viewed in this way, Ameena Hanna's interests may be obscured and overwhelmed by her parents' own wishes. This may mean that best interests are overlooked through potentially impactful parental choices. The importance of the family unit is privacy, autonomy and harmony, but in this regard, children's rights are often grouped with their parents, failing to specifically provide protection to them.

3.3 Social Cognition Analysis

At this level, researchers will examine and analyze the intentional aspects of Atta and Aurel who are involved in this sharenting phenomenon, from the results studied by researchers that these two couples are not aware of their actions in determining parenting towards their children and tend to think more about the fame of a child, this comes from a statement from Atta and followed by Aurel in a vlog content on YouTube:

"This content is just for fun with children, guys, if you want to choose what ameena wants to be, that's her path, but still ameena is in the entertainment world guys just like her parents (saut Aurel)"

Researchers analyze and observe that these two couples have indeed unconsciously made the wrong parenting towards their children, they think that the right to privacy and the right to life for their children belongs to them too, this is a mistake that the way of life and privacy is a right for everyone he also has the right to choose his way of life without being influenced by anyone, awareness of one's rights is what affects both couples, maybe they as parents feel happy and happy to have a cute child and are loved by many people, but they Atta and Aurel should think about what the impact of their actions might be they are not aware if it is very impactful, because many parents see them in educating children, fearing that many parents out there will imitate their behavior, making children the center of attention in cyberspace is very uneducated for children.

3.4 Social Context Analysis

This analysis is based on the social context of the community in which the text appears, at this level the researcher will look closely and analyze more deeply all the content uploaded on the YouTube channel from Atta Halilintar, with a thorough analysis, the researcher can temporarily conclude that the content and meaning of all these posts is a form of gratitude and pride from both spouses for their child Ameena, netizens may also consider this a natural thing, we must judge from many perspectives and points of view.

Discussed in the social context, the sharenting phenomenon leads to the use of children as material for social media content, which is not unnoticed by the community, they assume that it is common and not a problem, as evidenced by some comments from viewers who praise the cuteness and behavior of their children.

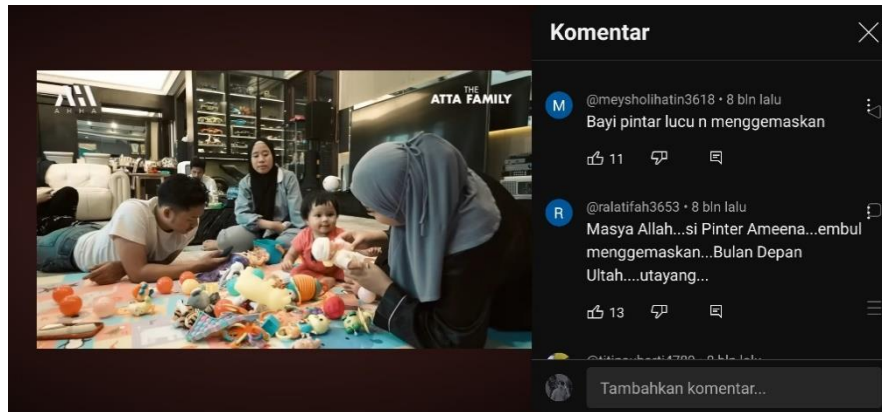


Fig. 8. Comments on YouTube videos

As from the comments on the picture above, there is one account that comments on the content: @meysholihatin3618: "smart baby cute and adorable" and @ralatifah3653: "Masya Allah...the smart...cute adorable...next month birthday...honey."

A lot of praise is given by the audience to ameena's content, which means that many people out there consider this sharenting phenomenon a normal thing and not a problem, therefore for them sharenting is not something that is prohibited in society (Brenez, 2023), because there are no regulations governing this, In order to avoid the dangers of sharenting, it is necessary for parents to learn good parenting for children in order to protect children from the dangers of digital footprints in cyberspace, parents must be obliged to know the limits for a child, which is good and which is bad for the child, because all actions are in the hands of parents not their children.

4. Conclusion

Based on the analysis of the phenomenon of sharenting on Atta Halilintar's YouTube account, Atta and his wife Aurel can conclude that: at the text level, showing their children in front of the virtual world public which is packaged in as interesting as possible in the form of content, thus the child's cyber image formed by his parents, this will have a big impact in the future, perhaps the most important thing is that parents should realize that when children grow and develop, they must also be given the right to their privacy. At the level of social cognition, the result is that these two couples do not realize their actions in determining parenting for their children and tend to think more about the fame of a child. At the level of social context, the results of the analysis show that the sharenting phenomenon is not a bad thing in society because many people normalize this.

Ameena Hanna's early existence as an online entity affected the Atta Halilintar family's ability to develop self-awareness and a sense of identity. If the Atta Halilintar family wants to adequately protect their Ameena Hanna from the dangers of sharing, they should at least recognize their inherent risk from the start. Ideally, parents should not share at all. However, if they do engage in such actions, they must monitor the privacy settings of all shared content (who owns it, who has access or this information can be viewed using third-party websites and ensure that they use search to discover what information can be collected about Ameena Hanna.

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