

DEVELOPING WOMEN AND CHILD FRIENDLY VILLAGES THROUGH PARENTING SOCIALIZATION EFFECTIVE COMMUNICATION BETWEEN PARENTS AND CHILDREN IN THE DIGITAL ERA

Ahmad Haris Khoironi

IAIN Kediri

ahmadharis.ah7@gmail.com

Ababil An Nasser

IAIN Kediri

elnashr2611@gmail.com

Muhammad Faqih Almuzakky

IAIN Kediri

zakkyarsung432@gmail.com

Mokhamad Zusril

IAIN Kediri

mokhamadzusril09@gmail.com

Lailatul Amelia Nurma Dewi

IAIN Kediri

lailatulamelia131@gmail.com

Faradillah Ayu Firnanda

IAIN Kediri

Faradillahaf@gmail.com

Dea Vanessa Amanda, Layly

IAIN Kediri

deavanessaamanda12@gmail.com

Lavina Saskiya Rohmah

IAIN Kediri

saskiyalavina@gmail.com

Nelly Nihayatul Maghfiroh

IAIN Kediri

nellynihayatul@gmail.com

Zulfa Qoriatul Humaida

IAIN Kediri



humaidazulfa@gmail.com

Fadilatus Syifa

IAIN Kediri

fadilatussyifa4@gmail.com

Intan Setiorini

IAIN Kediri

intansetiorini7@gmail.com

Qusnul Hidayatun Nuraini

IAIN Kediri

qusnulhidayah0801@gmail.com

Wafiq Hurin Nabilah Ramadhani

IAIN Kediri

wafiqnabilah15@gmail.com

Indi Ayu Pipitalia

IAIN Kediri

indiayu05@gmail.com

Eka Nurlaily

IAIN Kediri

ekanurlaily0119@gmail.com

Arif Zunaidi

IAIN Kediri

arifzunaidi@iainkediri.ac.id

Abstract:

The aim of this community service initiative is to provide mothers and children with an understanding of optimal and useful communication so that monitoring of children's development can be properly achieved. The research method applied is participatory action research (PAR), which, based on analysis of findings from the field, shows that adopting effective communication patterns is very essential for parents and children as a form of prevention against the negative impact of gadget use on children's learning and behavior. The results of this activity showed a very positive response from the participants, who considered this activity to be very relevant to current parenting needs, especially regarding the importance of communicating in an effective way to provide a sense of appreciation and attention to children. By

implementing effective communication, problems related to children's learning and behavior can be monitored and resolved properly.

Keywords: *Women and Child Friendly Villages, Parenting, Effective Communication, Parents, Digital Era*

INTRODUCTION

The digital era's advancement of information and communication technology has resulted in substantial changes in various sectors of society's social and cultural life. This revolution has also had an impact on the family sphere, where the dynamics of communication between parents and children have shifted significantly.¹ The digital age allows us quick access to knowledge and global connections, but it also introduces new problems in creating a healthy and happy family atmosphere.

The ability of a family to develop efficient communication between parents and children is a crucial part of its success.² Good communication is the foundation of healthy and constructive family connections.³ However, in the digital era, communication dynamics are frequently disrupted as a result of the extensive use of technology, particularly by the younger generation, which can result in the collapse of communication lines between parents and children.⁴

The digital era has changed the way people communicate, connect, and get information, which alters the values and conventions that families adhere to. Changes in the communication dynamics between parents and children are one key influence that needs attention.⁵

Communication between parents and children is critical to child development and family stability.⁶ Good communication fosters good family relationships, promotes children's emotional and social development, and assists them in overcoming obstacles and challenges in their lives.⁷ However, in the digital age, communication between parents and children can

¹ Rinta Arina Manasikana and Ratna Noviani, "Peran Media Massa Dan Teknologi Dalam Transformasi Keintiman Di Indonesia," *Calathu: Jurnal Ilmu Komunikasi* 3, no. 1 (2021): 7–19.

² Naeli Mutmainah, Hisam Ahyani, and Ahmad Hapidin, "Peran Orang Tua Dalam Membentuk Sikap Mandiri Anak Usia Dini Pada Masa Pandemi Covid-19," *Aulada : Jurnal Pendidikan dan Perkembangan Anak* 3, no. 2 (2022): 197–209.

³ Fatmawati, "Harmonisasi Keluarga Dan Adopsi Nilai Moderasi Beragama Dalam Upaya Pencegahan Keluarga Non-Harmoni Family Harmonization and Adoption of Religious Moderation Values as Efforts to Prevent Non-Harmony Family Fatmawati Universitas Islam Negeri Alauddin Makas," *Al-Qadau* 10, no. 1 (2023).

⁴ Ilham Hudi, Dini Suci Noviola, and Matang Matang, "Globalisasi Dan Gadget Dikalangan Anak Usia Dini: Dampak Penggunaan, Peran Orang Tua Dan Guru," *Jurnal Pendidikan Tambusai* 6, no. 2 (2022): 14837–14844, <https://jptam.org/index.php/jptam/article/view/4762%0Ahttps://jptam.org/index.php/jptam/article/download/4762/4035>.

⁵ Fatmawati, "Harmonisasi Keluarga Dan Adopsi Nilai Moderasi Beragama Dalam Upaya Pencegahan Keluarga Non-Harmoni Family Harmonization and Adoption of Religious Moderation Values as Efforts to Prevent Non-Harmony Family Fatmawati Universitas Islam Negeri Alauddin Makas."

⁶ Herviana Muarifah Ngewa, "Peran Orang Tua Dalam Pengasuhan Anak," *Ya Bunayya* 1, no. 1 (2019): 96–115.

⁷ Fauziah Nasution et al., "Peran Bimbingan Konseling Dalam Perkembangan Sosial Ekonomi," *Universitas Muslim Indonesia* 1, no. January (2022): 106–113, <https://jurnal.fai.umi.ac.id/index.php/eljour/>.



become increasingly complex and, at times, disturbed by variables such as excessive gadget use, exposure to harmful information on social media, and a lack of awareness of the necessity of successful communication.

However, it is critical to remember that family success is reflected not only in good communication but also in knowing and honoring the roles of women and children in the home setting.⁸ Many countries still limit women's responsibilities to traditions that limit their access to education, health care, and decision-making.⁹ Similarly, children are frequently denied the opportunity to express their thoughts and demands.

Initiatives to establish women's and child-friendly villages are especially essential in this regard. Villages that focus on women's and children's rights and needs are a tangible step toward a more inclusive and just society. Furthermore, this initiative is consistent with the SDGs, which emphasize the need to establish an inclusive, equal, and sustainable environment for all levels of society.

The concept of women- and child-friendly communities involves not only social and cultural development but also tangible measures, one of which is effective parenting communication. In this digital age, parents must be equipped with the skills and knowledge to interact effectively with their children.¹⁰ It is intended that by doing so, a deeper and more trusting relationship between parents and children would be developed, as well as a family atmosphere that supports optimal child growth and development.

The significance of including SDG components in the development of women- and child-friendly villages cannot be overstated. It is intended that through this endeavor, important goals like gender equality, enhancing women's welfare, and giving greater access to education and health for children can be attained. Aside from that, sustainable development includes economic aspects in which women can actively participate in the generation of economic resources for their families and communities.

As a result, this scientific service article will examine in depth how the socialization of effective parenting communication can be an effective strategy in establishing villages that are hospitable to women and children in the digital era, as well as how SDGs features can be incorporated into this effort. This strategy is intended to result in a more inclusive, just, and sustainable society in which every individual has the same opportunity to develop and contribute to society.

METHOD

The KKN Group 4 team used the PAR (Participatory Action Research) approach in this community service engagement. The first stage in executing a parenting socialization program

⁸ Ibid.

⁹ Akbarizan Nurcahya, "Perempuan Dalam Perdebatan: Memahami Peran Dan Tantangan Berpolitik Dalam Perspektif Hukum Islam," *Dawi* 1, no. 3 (2023): 108–116.

¹⁰ Ibid.

is to create a timetable that includes the date, time of implementation, and type of parenting program that will be employed. After determining the right timetable, the group 4 KKN team carried out program planning by selecting an appropriate theme as well as contacting resource persons who would participate in the parental outreach.

This procedure illustrates the team's dedication to actively involving the community in activity planning, which is a key principle of the Participatory Action Research (PAR) method.¹¹ PAR places a strong emphasis on community participation; thus, all components of this activity require the cooperation of all parties concerned. As a result, the parenting outreach program is not only a KKN team initiative, but it also reflects the needs and goals of the community represented in this activity.

The KKN Group 4 team's use of the PAR technique will ensure that parenting outreach efforts are more effective and relevant to the requirements of the target population. It is believed that by integrating the relevant sources and carefully arranging the program, the community would feel the positive effects of this activity in developing effective communication between parents and children, in keeping with the goals of their service.

The KKN Group 4 team from IAIN Kediri conducted field observations prior to deciding the theme. Aside from that, they interviewed parents and teachers to acquire information that may be used to determine the theme of parenting socialization. Following that, the Group 4 KKN team addressed the program design with lecturers and instructors to ensure that all relevant parties' perspectives and expectations were aligned. This is done to ensure that the program objectives are met as planned.

The school principal also incorporates the parents in this activity to ensure the suitability and quality of the parenting outreach program. This demonstrates the school's commitment to supporting and participating in this initiative. The Kediri State Islamic Institute's KKN Group 4 team initiated the formation of the committee in charge of administering this parenting program. It is envisaged that with the involvement of different connected parties, this program would run smoothly and produce advantages in line with the planned goals.

This parenting socialization session began at 8:00 WIB on August 5, 2023, in the Dharma Wanita Joho I Kindergarten classroom, Semen District, Kediri Regency. This type of engagement begins with a resource person explaining the content, followed by a question-and-answer session between the student's parents and the resource person, facilitated by a moderator. The implementation method starts with reading Al-Fatihah, then singing Indonesia Raya, delivering a speech, reading the resource person's curriculum vitae, and finally presenting content from the resource person.

The theme of parenting socialization has been decided by the group 4 KKN team, which is "Effective Communication Between Parents and Children in the Digital Era." In this activity, parents get the opportunity to consult with resource individuals about their children's concerns

¹¹ Muhammad Dimiyati, *Metode Penelitian Untuk Semua Generasi* (Jakarta: Universitas Indonesia Publishing, 2022).

by taking turns consulting. This enables parents to receive information and solutions to communication issues in today's digital era.

The KKN group 4 team from IAIN Kediri evaluated the exercise after it was completed. This evaluation method entails reviewing positive accomplishments as well as identifying criticism and ideas for elements of the parenting program implementation that need to be improved.

RESULTS AND DISCUSSION

Results

Participation in socialization activities requires both sides, notably parents and teachers, as well as knowledge of the need for teamwork in establishing appropriate parenting practices. Strong collaboration between instructors and parents is regarded as critical to developing children with excellent abilities, both intellectually and socially. This synergy is seen as the primary foundation for guiding children's growth toward their full potential.

The presence of parents and instructors is crucial in the endeavor to educate and guide youngsters. Teachers are responsible for imparting knowledge and advice in the school setting, whereas parents are the figures who provide care, support, and direction at home. The two's synergistic partnership is the main pillar in developing youngsters into exceptional individuals with strong character and acquiring the highest quality education. This collaboration signifies a common commitment to create an educational atmosphere that promotes children's holistic development, which includes not just academic components but also the development of healthy values and personalities.



Figure 1. Delivery of material about communication to participants

This activity includes preliminary stages of discussion and implementation, which include collaboration and outreach to define the many parts required. Aspects such as venue, implementation timetable, participants who will be invited, equipment, supplies, and materials required are all thoroughly examined during this procedure. This is done so that the implementation of socializing activities can proceed easily and without major stumbling blocks.

One of the initial phases of this procedure is to submit a request for permission and approval. After submitting the plan and obtaining the appropriate permission, the next step is to cooperate with the professors. The primary goal of this coordination is to inform parents about the activities under "Parenting Socialization, Effective Communication Between Parents and Children in the Digital Era." This communication and coordination allows the people involved to receive detailed explanations and notifications, allowing them to participate in these activities with ease.

Discussion

Socialization activities begin with the stage of explaining and understanding the notion of parenting to parents. During this stage, parents are motivated, and efforts are made to raise their awareness of the need to know parenting science. The major goal is to provide insight into how important it is to have knowledge and skills for good parenting. This initiative attempts to provide parents with a solid foundation so that they understand how important parenting knowledge is to their children's growth.¹²

In addition, the socialization content emphasizes successful communication parenting in the digital age. The material offers a discussion of the benefits and drawbacks of employing technological technology in the lives of children. Aside from that, parents are taught how to exert healthy control over their children's use of technology and how to communicate effectively with them.¹³ Finally, this stage focuses on the technical aspects of communication, with the goal of providing parents with practical advice on how to properly communicate with their children.

¹² Becky Agard et al., "Moving Together: Understanding Parent Perceptions Related to Physical Activity and Motor Skill Development in Preschool Children," *International Journal of Environmental Research and Public Health* 18, no. 17 (2021).

¹³ Ainur Khairina Khairi et al., "The Importance of Emotional Competence in Preventing Cyberbullying: The Role of Family as Moderator," *International Journal of Academic Research in Business and Social Sciences* 12, no. 4 (2022): 262–278.



Figure 2. Delivery of material

Parents are given the opportunity to ask questions, express their thoughts, and debate the content that has been presented as part of attempts to ensure knowledge and the success of socialization. The goal is to establish an interactive environment in which parents can actively participate in the learning process. It is envisaged that with this opportunity, socialization can fulfill its goals more effectively and deliver appropriate advantages to parents.

During the question and answer session, a parent inquired about how they should act when an argument arises between their two children, specifically a younger sibling and an older sibling, and both were hesitant to give in. In response to this topic, the presenter suggested that parents ask the younger sibling what the elder sibling wants and vice versa, as well as how they both want to treat each other. This solution is founded on the notion that by asking this question, both children will be able to understand each other's desires and maybe come to an agreement.

The presenters emphasize the need for open communication between parents and children, allowing them to express their true feelings and desires. Understanding each child's point of view allows parents to enable a more effective mediation process and teach youngsters how to handle conflicts constructively. As a result, this method intends to teach children crucial communication and conflict resolution skills as they grow.

From the beginning to the end of the activity, parents' reactions to this socialization were very positive. They demonstrate a strong interest in paying attention and asking questions about parenting in order to properly interact with youngsters. This suggests that the activities arranged by LPPM IAIN Kediri in Joho village, Semen District, and Kediri Regency went off without a hitch and brought actual advantages to parents. They can improve their knowledge,

expertise, and awareness of the necessity of parenting techniques in order to communicate effectively with children in this digital age.

The extension team encountered various challenges while implementing socialization activities. One of the most significant challenges is the gap in educational levels between the participants' parents. As a result, counselors must be able to alter parenting terminology and terms so that the message they wish to impart is comprehended by a wide range of people. Aside from that, parents continue to believe that parenting expertise is primarily derived from Western culture, and they are concerned that parenting practices will not reflect Eastern cultural values. However, it should be noted that this viewpoint is incorrect because parenting approaches are universal and have the same purpose, which is to educate children to have excellent character and optimal intellectual development.

This activity aims to establish a community that is kid- and woman-friendly, in addition to boosting parents' awareness of parenting and good communication. This is consistent with initiatives for sustainable development, which include components of gender equality and child rights protection. As a result, this action has a broader impact on the development of a more inclusive, just, and sustainable society.

CONCLUSION

Parenting socialization activities for successful communication between parents and children in the digital era, conducted by the KKN Group 4 team from IAIN Kediri in Joho village, Semen District, Kediri Regency, are an important step toward establishing an inclusive and sustainable society. This activity received a favorable response from parents, who excitedly participated and actively participated in conversations during the program. Despite various hurdles, such as disparities in education levels and parenting method prejudices, the extension team was able to overcome these by modifying the terminology and emphasizing that parenting science is a universal idea with the same goals.

It is vital to emphasize that this activity has a broader impact than just boosting parents' understanding of successful parenting communication. Efforts to make this town more kid and woman friendly are a positive step toward long-term development. This is consistent with the Sustainable Development Goals (SDGs), which emphasize the importance of gender equality and the protection of children's rights in the development process.

Finally, this outreach activity not only provides new insights on parenting in the digital age, but it also lays the groundwork for improved communication between parents and children. As a result, this step makes an important contribution to the formation of an inclusive, civilized, and sustainable society in which every member of society has roles and rights that are recognized and respected.

DAFTAR REFERENSI

Agard, Becky, Nan Zeng, Morgan L. McCloskey, Susan L. Johnson, and Laura L. Bellows.



“Moving Together: Understanding Parent Perceptions Related to Physical Activity and Motor Skill Development in Preschool Children.” *International Journal of Environmental Research and Public Health* 18, no. 17 (2021).

Dimiyati, Muhammad. *Metode Penelitian Untuk Semua Generasi*. Jakarta: Universitas Indonesia Publishing, 2022.

Fatmawati. “Harmonisasi Keluarga Dan Adopsi Nilai Moderasi Beragama Dalam Upaya Pencegahan Keluarga Non-Harmoni Family Harmonization and Adoption of Religious Moderation Values as Efforts to Prevent Non-Harmony Family Fatmawati Universitas Islam Negeri Alauddin Makas.” *Al-Qadau* 10, no. 1 (2023).

Hudi, Ilham, Dini Suci Noviola, and Matang Matang. “Globalisasi Dan Gadget Dikalangan Anak Usia Dini: Dampak Penggunaan, Peran Orang Tua Dan Guru.” *Jurnal Pendidikan Tambusai* 6, no. 2 (2022): 14837–14844.
<https://jptam.org/index.php/jptam/article/view/4762%0Ahttps://jptam.org/index.php/jptam/article/download/4762/4035>.

Khairi, Ainur Khairina, Wanyi Li, Shi Hui Yeo, Yung Shin Tong, Mohd Nazri Bin Abdul Rahman, and Saeid Motevalli. “The Importance of Emotional Competence in Preventing Cyberbullying: The Role of Family as Moderator.” *International Journal of Academic Research in Business and Social Sciences* 12, no. 4 (2022): 262–278.

Manasikana, Rinta Arina, and Ratna Noviani. “Peran Media Massa Dan Teknologi Dalam Transformasi Keintiman Di Indonesia.” *Calathu: Jurnal Ilmu Komunikasi* 3, no. 1 (2021): 7–19.

Mutmainah, Naeli, Hisam Ahyani, and Ahmad Hapidin. “Peran Orang Tua Dalam Membentuk Sikap Mandiri Anak Usia Dini Pada Masa Pandemi Covid-19.” *Aulada : Jurnal Pendidikan dan Perkembangan Anak* 3, no. 2 (2022): 197–209.

Nasution, Fauziah, Nur Hasanah Alvi Syahrin, Nurul Fadilah Hasibuan, Ziha Fida Utami Tanjung, and Nurul Hadidah Al-Hadid. “Peran Bimbingan Konseling Dalam Perkembangan Sosial Ekonomi.” *Universitas Muslim Indonesia* 1, no. January (2022): 106–113.
<https://jurnal.fai.umi.ac.id/index.php/eljour/>.

Ngewa, Herviana Muarifah. “Peran Orang Tuaa Dalam Pengasuhan Anak.” *Ya Bunayyya* 1, no. 1 (2019): 96–115.

Nurchaya, Akbarizan. “Perempuan Dalam Perdebatan : Memahami Peran Dan Tantangan Berpolitik Dalam Perspektif Hukum Islam.” *Dawi* 1, no. 3 (2023): 108–116.