

**Pengaruh faktor mediasi orang tua, motivasi, dan gratifikasi terhadap Smartphone addiction pada anak. (Survey pada Siswa SD - SMP di DKI Jakarta) = The effect of parental mediation, motivation, and gratification on children's smartphone addiction (Survey on Elementary and Junior High School in DKI Jakarta)**

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Abstrak

Smartphone Addiction menjadi tantangan yang besar bagi orang tua di masa sekarang Hal ini karena smartphone telah menjadi perangkat media yang paling sering diakses dan seolah tak terpisahkan dari kehidupan anak. Penelitian ini bertujuan untuk mengetahui pengaruh Mediasi Orang Tua, Motivasi, dan Gratifikasi terhadap Smartphone Addiction pada anak. Penelitian ini menggunakan metode survei dengan teknik pengambilan sampel probability proportionate to size (PPS) yang melibatkan 400 responden anak usia 9-16 (siswa SD-SMP) di DKI Jakarta. Teknik analisis data menggunakan analisis regresi berganda. Hasil penelitian menunjukkan bahwa faktor pendorong terjadinya Smartphone Addiction pada anak di DKI Jakarta adalah : Motivasi (conformity, perceived enjoyment, pastime) dan Gratifikasi (mood-sensory regulations gratifications dan realism gratification). Sedangkan faktor pelindung terjadinya Smartphone Addiction pada anak adalah Mediasi Orang Tua (active mediations dan restrictive-monitoring mediation). .....Smartphone addiction is a big challenge for today's parenting, since smartphones have become inseparable from children's lives and have become the most frequently accessed media by children. This research aims to determine the effects of Parental Mediation, Motivation, and Gratification on children's smartphone addiction. A total of 400 children aged 9-16 (elementary-junior high school students) in DKI Jakarta were selected by a probability proportionate to size (PPS) sampling technique where they completed an online survey questionnaire. Multivariate analysis results showed that the driving factors for children's smartphone addiction are: Motivation (conformity, perceived enjoyment, pastime) and Gratification (mood-sensory regulations gratifications and realism gratifications). On the other hand, the protective factor for children's smartphone addiction is Parental Mediation (active mediations and restrictive-monitoring mediation).