

# Sharenting pada Orang Tua di Indonesia: Kontribusi Motif Sharenting, Parental Satisfaction, dan Trait Kepribadian Conscientiousness = Sharenting among Indonesian Parents: The Contribution of Sharenting Motives, Parental Satisfaction and Conscientiousness Personality Trait

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## Abstrak

Perkembangan teknologi mengubah perilaku pengasuhan orang tua dengan membagikan informasi mengenai anak di media sosial yang disebut sharenting. Penelitian ini bertujuan untuk melihat kontribusi motif sharenting, parental satisfaction, dan trait kepribadian conscientiousness terhadap sharenting. Partisipan penelitian adalah 550 orang (33 laki-laki dan 517 perempuan) dengan rentang usia 23-57 tahun ( $M = 32,47$  tahun,  $SD = 5,53$ ). Partisipan diperoleh dengan metode convenience sampling dan pengumpulan data dilakukan secara daring. Alat ukur penelitian ini adalah SPS (Skala Pengukuran Sharenting), ASMS (Adaptasi Skala Motif Sharenting), Satisfaction Scale (subskala dari Parenting Sense of Competence Scale; PSOC) dan IPIP-BFM-25 (International Personality Item Pool-Big Five Factor Marker-25). Hasil uji regresi berganda menemukan bahwa motif sharenting dan trait kepribadian conscientiousness secara bersama-sama berkontribusi sebesar 35,5 persen terhadap sharenting. Economic, informative-archiving, dan impression-management motives berkontribusi secara signifikan terhadap sharenting. Sementara itu, parental-advice dan social motives, serta parental satisfaction tidak berkontribusi terhadap sharenting.

.....The development of technology shaped new parenting behavior by sharing information about their children on social media, this phenomenon is called sharenting. This study aimed to find out the contribution of sharenting motives, parental satisfaction and the conscientiousness personality trait towards sharenting. Participants were 550 parents (33 men and 517 women), aged 23-57 years old ( $M = 32,47$  years,  $SD = 5,53$ ). Participants were selected using convenience sampling method and data were collected online. The measurements were SPS (Skala Pengukuran Sharenting), ASMS (Adaptasi Skala Motif Sharenting), Satisfaction Scale (subscale from Parenting Sense of Competence Scale; PSOC) and IPIP-BFM-25 (International Personality Item Pool-Big Five Factor Marker-25). Data were analyzed using multiple regression. Results showed that sharenting motives and conscientiousness together explain 35,5% of sharenting variance. Economic, informative-archiving and impression-management motives were found to contribute to sharenting significantly, while parental and social advice motives, as well as parental satisfaction did not contribute.