

ABSTRACT

PACKAGING OF SHARENTING IN TIKTOK SOCIAL MEDIA ACCOUNT CONTENT (A Qualitative Content Analysis of @abe_daily TikTok Account from January 2024 to January 2025)

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Sharenting refers to the practice of parents sharing information and documentation about their children on social media. This study aims to analyze the types of sharenting content and the visual content forms presented on the TikTok account @abe_daily during the period from January 2024 to January 2025. This research uses a qualitative approach with content analysis methods. Data were collected through documentation of 173 posts in the form of videos, carousels, and photos published on the account. The findings show that the most dominant form of sharenting is child sponsorship content, which involves children for promotional purposes. Meanwhile, no revealing content was found during the analysis period. In terms of visual content forms, video is the most frequently used, while no content in the form of photos was identified. These findings suggest that sharenting narratives are visually packaged to attract audience attention while delivering both personal and commercial messages. This study is expected to enrich the field of digital communication studies and serve as a reference for parents and content creators to share children's content on social media more ethically and responsibly.

Keywords :Sharenting, TikTok, Social Media, @abe_daily, Content Analysis

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