

ABSTRACT

Mothers' Digital Parental Mediation of Tiktok Use Among Children (Qualitative Study Of Mothers in Jabodetabek of Children's TikTok Use)

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The use of TikTok among children continues to increase, both in terms of user numbers and the variety of content accessed. This phenomenon raises concerns about the impact of digital content on children's development, highlighting the crucial role of mothers as gatekeepers in supervising and guiding their children's media consumption. This study aims to describe the forms of digital parental mediation applied by mothers in managing their children's use of TikTok. The theoretical framework is based on Sonia Livingstone's concept of digital parental mediation. A qualitative approach with a constructivist paradigm was employed, involving in-depth interviews with six millennial mothers (aged 27–35) who have children between the ages of 4 and 11. The findings reveal that all mothers implement the four main strategies of digital parental mediation, with a strong emphasis on restrictive and active mediation. Furthermore, the strategies adopted are influenced by factors such as the mothers' digital competencies and experiences with TikTok, as well as the developmental characteristics of their children. This study recommends future research to explore the level of digital literacy among mothers regarding their children's use of social media.

Keywords : Digital Parental Mediation, Tiktok, Mother, Child

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