

The Application of Social Media in Early Childhood Mental Development

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Early childhood, Social media, Parental control

Abstract: Social media has a bad impact on young children if it is not supervised by parents. Viewings on social media such as TikTok, YouTube shorts and Instagram reels are not intended for children, so young children should not be allowed to access them. If young children access social media without being accompanied by parents or adults, it will have an impact on the development of the child's soul, character and habit of children continuing to watch shows on social media. The development of a child's soul is a good example for children because it is in the golden age stage where stimulation is good. In social media the regulations are not yet strict because many are not suitable for viewing by children, videos circulating on social media are simply uploaded without thinking about the negative impacts if accessed by children. The role of father and mother is very important for children who access the internet and social media, so they need to be supervised, limited to viewing appropriate to the child's age, and provided understanding and explanation when children watch social media by parents because at an early age, the critical stage for children is always asking about anything. Literature was obtained from Google Scholar, Mendeley, and references by the author. The publication documents used as references are based on the year 2020-2023.

Kata Kunci:

Anak usia dini, Media sosial, Pengawasan orang tua

Abstrak: Media sosial mempunyai dampak buruk pada anak usia dini jika tidak diawasi oleh ayah ibu. Tontonan di media sosial seperti tiktok, youtube short maupun reels instagram yang tidak diperuntukan untuk anak maka sebaiknya anak usia dini tidak diperkenankan untuk mengakses. Jika anak usia dini mengakses media sosial tanpa didampingi oleh orang tua maupun orang dewasa akan berdampak pada perkembangan jiwa anak, karakter maupun pembiasaan anak dengan anak terus menonton tayangan di media sosial. Perkembangan jiwa anak dalam contoh yang baik untuk anak dikarenakan dalam tahap golden age yang mana baik diberikan stimulasi. Dalam media sosial peraturan belumlah ketat sebab banyak yang tidak layak jika ditonton usia anak-anak, video yang beredar di sosial media hanya mengunggah tanpa memikirkan dampak buruk jika diakses oleh anak-anak. Peran ayah ibu sangatlah penting bagi anak yang mengakses internet kemudian media sosial maka perlu diawasi, dibatasi untuk tontonan yang sesuai usia anak, dan berikan pemahaman maupun penjelasan saat anak menonton media sosial oleh orang tua sebab usia dini tahap kritis bagi anak selalu bertanya mengenai apapun. Litelatur di dapatkan dari Google Scholar, Mendeley, dan referensi oleh penulis. Dokumen publikasi yang dijadikan referensi berdasarkan rentang tahun 2020-2023.

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INTRODUCTION

Social media currently plays a very significant role in daily life, even for young children. The influence of social media on their development is substantial, affecting them socially, emotionally, and cognitively. Children under the age of 8, who are still in a crucial stage of development, can be exposed to various negative impacts from uncontrolled social media use, such as mental health issues,



decreased self-esteem, and increased anxiety. The stimulation provided by the mother's father is determined by the stimulation of both nutritional intake and character building (Faridy, 2024). Providing stimulation from an early age is very important, and mandatory for children so that it will be optimized (Hasballah, 2024). The role of parents (father and mother) are important in educating children from an early age, providing the best facilities for children. The family environment, especially parents, is the first environment that is known by a child, so parents play an important role in creating this environment to stimulate all the potential of children so that they can develop optimally. An atmosphere full of love, willingness to accept children as they are, respecting children's potential, and providing rich stimulation for all aspects of children's development, both cognitively, affectively and psychometrically, all of these are real answers for the growth of superior generations in the future (Jannah 2023). But sometimes parents escape supervision when children access the internet that is not in accordance with the child's age (H. Hasanah et al., 2024). If children access the internet without the assistance of adults or parents, it will have an impact on the development of the child's psyche which is not suitable for the child's age (Hasanah & Anugrah, 2024).

A good example for children so that it is imitated by early childhood if children see videos or spectacles on social media will have an impact on children's interaction with the environment, the internet world, and gadget addiction (Iftitah, 2024). The danger of early childhood if they are addicted to gadgets will be difficult to cure, do therapy, and new habits by not always accessing the internet (Syarfina et al., 2024). Gadget addiction to social media will damage children's eyes due to the light of the gadget screen, radiation, and children becoming passive (Almanda & Abdurrahman, 2021). The character of children who often use gadgets will be very different, they prefer to be alone with their world, namely gadgets, the internet, and social media are very dangerous for the nation's successors (Winanda et al., 2022).

Social media must be used wisely, but early childhood cannot be wisely protected from children seeing things that are not worth watching (Suranto & Sugiarti, 2021). Social media often uses inappropriate language, and if children are exposed to it, they may set a bad example in the home and school environment (Ermawati & Wartyo, 2023). Social media consists of various types of platforms used by different groups,

including young children. Some of the popular social media platforms among them are Instagram, TikTok, Snapchat, and YouTube. These platforms allow users to quickly share photos, videos, and messages, as well as connect with friends or followers. While these applications can provide entertainment and opportunities for creativity, uncontrolled use of social media can have negative impacts, especially on children under the age of 8. Social media applications, as mentioned in the title, should be used carefully to avoid exposure to inappropriate content and negative effects on their development. Children's character changes if they often access social media, influenced by interactions with their surrounding environment, language that is not appropriate for their age, and inappropriate ways of dressing due to watching social media without supervision from parents or adults (Ulfadhilah et al., 2024). The level of parental care is further improved in early childhood. It is even better for children not to be given access to the internet because there are many bad effects compared to good effects, and it is more diverted by playing together with parents and friends (R. Rahma et al., 2024).

Diverting children with social media and gadgets can be applied to provide children with educational games which are certainly good. Stimulating children's growth and development, educational games are diverse in shape and color (Harlistyarintica & Muryani, 2024). In addition, educational games can be created by parents alone along with children by having fun spending time together (Syahputri & Yulsyofriend, 2024). Teaching children to use used items such as cardboard and bottles can be made into educational games that can be used as early childhood stimuli in growth and development so that it is optimal. That way parents provide a very good bonding, and will have an impact on character, closeness (Farsyofmi & Wirman, 2024). The influence of social media in 2024 is very large for the world, including Indonesia. The impact is large from all sectors but has a bad impact if accessed by those who are not old enough, such as children who access social media freely, and often use social media. The rise of *bullying* on accounts on social media, there are children who access without parental assistance, and lack of education on social media (Anjani et al., 2024).

The existence of the internet is indeed very convenient for all people, but it has a bad impact if it is used not according to age, including children (Nabila et al., 2024). The presence of the internet makes it easy to access news, and everything that is needed by humans. The internet can connect distant

communications that feel close like a strong video call signal, and can be close to each other (E. Rahma et al., 2024). Especially now that the internet can order food through gadgets, and make it easier in every sector. However, the ease of accessing the internet to escape parental supervision many children access quickly that children want until finally it can damage the development of the early childhood psyche, it is easy to see games that contain violence so that children set an example to their peers (Anjani & Mashudi, 2024). Therefore, the bad impact of fast access to the internet with gadgets. Parental supervision with adults must be paid more attention, there is a lot of news on television and other media if children are affected by watching or playing games on the internet that are inappropriate for children, for example (Hudaifah & Mashudi, 2024).

Early childhood growth and development must be given the best from developmental stimulation in habituation for early childhood is also very important, get used to doing it when parents have given it at home, and have fun (Siregar & Mashudi, 2024). Fun learning needs to be provided by parents, such as learning together in a way that the child is able to understand in a language that is understood, and parents who do not make loud noises or pinch when the child cannot learn (Astuti et al., 2024). The existence of parental regulations for the age when children are ready to access the internet and social media needs to be applied to all parents so that children really know what is good or bad in social media, and not at the age of children which will have an impact on the character and in the child (Zubairi, 2022).

RESEARCH METHODS

This research uses qualitative with literature studies, which are commonly called, literature reviews. *Literature review* is to analyze research topics that have a purpose in the data for those who read related research that has been carried out and then related to this research. The data collection technique is a literature study with reference to journals, books, and other studies. In this research, literature was obtained which includes national journals. The data analysis technique is carried out from data used by the descriptive analysis method by explaining the research results.

RESULTS AND DISCUSSION

The influence of social media has both positive and negative impacts. The positive is that it facilitates transactions such as buying

anything without spending physical forms of money but using a qris scan so that it is easier, can meet face-to-face even if it is a long distance, namely using a special platform or video call, and other benefits (Muntomiman & Akbar, 2024). However, it has negative things, namely narrowing the interaction with the surroundings, bullying on social media, inappropriate spectacles on the internet such as using coarse language, how to dress impolitely if accessed by children is very dangerous in all aspects of child development from an early age (Rizka et al., 2024). The expansion of parents' thinking if their children are given gadgets and access the internet will be silent and not fussy and that has happened a lot in the community. That way, it is the same as parents giving poison to children because children are not wise by using gadgets and the internet which is easy to find forms of information (H a r i, 2023). Many parents do not supervise their children when accessing the internet so that children are free to use the internet, and play violent games. If children often access things like the above, it is feared that it will form the character of children who have their own world, are not well socialized, and exemplify what children watch while accessing social media on the internet (Pramuwitya et al., 2024).

There are elementary school children who are still children who commit violence against classmates in verbal and non-verbal ways. In addition, there is news that children often fight with their peers because they often watch violent games so that children record what they have watched and then do to their friends which makes children unfit to use the internet (Febriani et al., 2024). Lack of supervision of fathers and mothers, and lack of education for children to make friends with not committing verbal or non-verbal violence. That way the best supervision by people around the child, and give a good example in using gadgets and the internet (Wikaningtyas & Afandi, 2024).

Children's education in the family is very important and as a strong foundation in educating early childhood. By providing the best bonding to the child but not pampering, and according to the portion needed and the age of the child (Setiawati, 2023). Here, the role of parenting is very important to be applied to analyze children who are addicted to gadgets and

access the internet, if parents spend time with their children to feel loved, invited to tell stories during school. Early childhood is very happy to tell stories about anything that they have seen or that children have done in daily life, so the role of parents needs to listen to all children's stories can be used as a stimulus for language development (Pujiati & Wulansari, 2023). The greatness of togetherness with the mother and father forms the character with warmth just as exemplified by a harmonious, warm family between parents and parents (A. S. Fitri et al., 2023). That way, all parents must understand that forming a warm family so that children are cheerful, full of enthusiasm, and the child's mental health is good. The love tank is needed by early childhood by being given love, affection sincerely without *bullying*, abusive words by parents or physical violence at an early age (Damayanti et al., 2024). In addition, it is important for parents to hold their emotions in their children, especially the words that are thrown make children hurt until they grow up (Nurfadlilah et al., 2024).

Children's mental health is the same as being hurt, and traumatizing children with those who are aware of words that can traumatize children, and enter into children's suggestions because they think providing facilities, affection is enough but forgotten in terms of words that include *bullying* in their own children such as ostracizing, comparing and even issuing harsh words (Hasna Marwah et al., 2023). When parents apply such things, the child clearly records what he has received from his parents, then the child grows into a different person because the child's character is slowly changed by the parents (Munawaroh et al., 2022).

Ironically, currently children play outside with their friends with gadgets by having an automatic quota, children play the internet with their peers, not play like hide and seek. In such a way, children have lost the world of playing at the age of children only playing the internet (Mamondol et al., 2024). In addition, children cannot interact properly in the surrounding environment by always accessing social media on their devices (Ering & Mandey, 2024). Here it is very important to supervise parents and keep gadgets in unknown places so that children do not easily find their parents' gadgets, and provide discipline (Yulianti et al., 2023). Applying discipline

is very appropriate by parents so that children know, and obey all the rules that have been made by their parents when at home and in the school environment (Rozana et al., 2019). Providing understanding to children is very important in terms of accessing the internet, and gadgets that way children will be able to think critically about the right use according to their functions. It is admitted that the handling is not handled, speech *delay* can make communication difficult so that it will lag behind his age (Mustofa et al., 2021). It is difficult if children are addicted to gadgets, and access the internet for their growth and development. In addition, children are indifferent to the surrounding environment and do not care even though it is very good if children interact with them to be able to train aspects of child development from early to smooth (Z. Z. Fitri et al., 2024).

Parental stimulation in terms of improving children's language skills from an early age is very important so that children are able to communicate fluently, and clearly every vocabulary that children throw up. Language stimulation for children can be done by often inviting children to communicate, telling stories together with children, of course, must be fun, and train the child's tongue to be able to mention every letter from A to Z. If children have difficulty speaking, speech therapy can be done to train children to speak so that it is fluent, and not sluggish in early childhood. Fatigue can be experienced by toddlers to early age, this disorder can make it difficult for children to communicate clearly and lose trust early. That way, it is very important if parents realize from the beginning to always provide stimulation, often invite children to tell stories to practice language skills. If parents are too busy with their world and forget the obligation to children from an early age to provide stimulation and stimulation, it will be too late and hindered when children interact with their peers and teachers.

Educating children must be the same age as their time, but if children continue to access social media, it will have an impact on the development of children and children's characters. Parents who always play with their children's front gadgets will be exemplified because they provide such a thing, so if the child does not want to play with gadgets and access the internet, be more selective if they want to play with gadgets when with their

children. The golden age phase of children is to be careful so that children do not set an example of bad things, and endanger children's health from an early age. When with children, try not to play with gadgets, place positions, and according to the time except for urgent circumstances to contact. However, it is different when parents access social media such as youtube, instagram and even tiktok where the application mostly dances in front of the gadget screen, resulting in children exemplifying the same thing.

Parents are very consistent to implement rules in the home, including to be wiser in accessing the internet, and applications that children can exemplify through videos that are easily accessible to children. It is very sad if there is an early childhood imitating a video that is inappropriate for their age because the spectacle they see, the child's spectacle must indeed be under strict parental supervision. In addition, give understanding to children and set a good example

For children and maintaining the development of children's souls from an early age so that they grow and develop cheerfully without losing their childhood, and the *golden age* period. Again, parenting is indeed very important for parents who are young or have been parents for a long time to nurture, and provide the right parenting.

Parents should give full motivation to children from an early age, not compare with other children because each child's process will be different, not late but the time is not the same. Parents provide enough togetherness for their children, play together, bond with their children, and children have the right portion of togetherness between their father and mother, not only the dominant mother. If parenting is carried out dominantly, the child will lose a complete and perfect parental figure or figure. Children need a figure who should be like a father and mother, and spend time together. If the family foundation is strong, the child grows up to be cheerful, and parents do not play with gadgets or access the internet when they are with their children because children are highly curious. That way, children want to play gadgets using a strong internet signal to see shows like parents do when they are together. Parents must be more selective in their daily lives so that children do not set examples that their parents do not want, such as playing

gadgets, and playing games where there are violent acts in games on gadgets.

The development of the child's psyche must be formed with various stimuli provided by parents and teachers so that the stimulation will be balanced, and stable. Early childhood requires stimulation of aspects of child development to optimize growth and development, so parents must shape their children gradually but periodically every day so that the stimulation will be optimal. In terms of parenting, parents applied to children have a great influence on the development of the soul when parents give affection, love, time with children grow into intelligent children from both intellectuals and emotions. Parenting that is able to explore children's talents and interests without restraint, and prohibition, will form brave and confident children. It is important for parents to know their children's talents and interests to be directed so that their children's talents and interests develop, and children feel supported by their parents. When parents do not support what the child wants, it will form insecurity, and be restrained by parents.

Forming confidence, and having courage in any situation need to be instilled by your father. When the child advances in front of the class, the child has been formed with confidence, and dares to do something that is quite an improvement at an early age. It can be stimulated by the way children often tell stories without us *judging*, giving children responsibility such as after playing to be reorganized can form children with a sense of discipline as well. Discipline needs to be instilled in children can be done with daily habits and then it has become a habit by parents at home. Then the sense of discipline is applied by the child until he grows up, and discipline gradually.

Implementing hygiene and healthy intake for the growth and development of children's soul and mental development. If children are given nutritious nutritional intake, then children's neuroscience develops well, and clean food and drink without bacteria in it. Getting children used to living clean in terms of clothes, washing hands, and getting used to children's lives at home and at school. In addition, it is also very important

that teachers are able to apply hygiene patterns, washing hands, and school snacks that are covered so that no bacteria or flies that land will cause disease. A clean school environment without mosquito larvae, and garbage so that being in school will be comfortable when the situation is clean.

Teachers communicate in children's development, and children's daily lives. If children often play gadgets, and the internet, parents and teachers provide stages to simulate. In addition, educating students not to play with gadgets at home and giving children an understanding if they continue to play with gadgets. Provide a harmonious family so that time together with children, the appropriate child love tank that the child needs, does not limit the child in improving the talents and interests that the child likes. Parents must support their children's positive hobbies, and children grow and develop optimally.

CONCLUSION

In conclusion, the use of advanced technology and easy access to the internet can have a positive impact on various sectors, including in Indonesia. However, the lack of parental supervision over children using gadgets and accessing the internet can lead to bad habits, such as spending excessive time with gadgets and reducing social interaction with peers. This can disrupt children's mental development, potentially leading to speech delays, communication issues, and a decrease in self-confidence. This research emphasizes the importance of educating parents about the negative effects of introducing gadgets and the internet to children, and how this can impact their character and mental health. Therefore, parents must be highly aware in selecting appropriate content for their children, as well as closely supervising them and instilling positive values from an early age.

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