

Exploring Digital Parenting Practices among Parents of Young Children in East Lombok Regency within the Context of Society 5.0

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This study aims to explore the digital parenting practices implemented by parents of young children in East Lombok Regency in the era of Society 5.0. A descriptive-exploratory method was employed, involving 106 purposively selected parents. Data were collected through questionnaires distributed directly (offline) and via Google Forms (online). Data analysis applied a mixed-methods approach, combining descriptive quantitative analysis to map digital parenting practices with thematic qualitative analysis to capture parents' experiences and challenges. The findings reveal that digital parenting practices in East Lombok fall into the high category, particularly in selecting appropriate digital content (mean = 4.31) and regulating screen time (mean = 4.23), while the use of parental control features remains more varied (mean = 3.92). The main challenges include limited digital literacy, difficulties in understanding new technologies, and the influence of social environments. On the other hand, opportunities arise from the use of educational applications, the integration of local cultural values, and collaboration between parents and schools. This study emphasizes the need for digital literacy programs for parents, the integration of digital parenting content into early childhood teacher education, and more contextual policy support regarding gadget use among young children.

Keywords: Digital Parenting; Early Childhood; Digital Literacy; East Lombok

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