

Social Media in Practice Digital Literacy Among Parents

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Abstract

This study aims to analyze the role of social media in improving digital literacy practices among parents in the digital era. A qualitative descriptive approach was employed to gain a deeper understanding of parents' experiences, perceptions, and habits in using social media. The research subjects consisted of parents actively using social media platforms such as WhatsApp, Facebook, and Instagram, selected through purposive sampling. Data were collected through in-depth interviews, observations, and documentation. The findings indicate that social media significantly contributes to improving parents' digital literacy by increasing their ability to use digital features, access information, and understand digital security and privacy. Social media also serves as an informal learning medium through online communities and parenting groups that facilitate knowledge sharing and interaction. However, several challenges remain, including difficulties in distinguishing valid information from misinformation and limited technological understanding among some parents. Family support, especially from children, also contributes positively to improving parents' digital skills. Therefore, continuous education and guidance are needed to ensure parents use social media wisely, safely, and effectively.

Keywords: Social Media, Digital Literacy, Parents, Digital Learning, Digital Technology

INTRODUCTION

Social media moment This own an increasing role important in life everyday, including in practice digital literacy among parents. Many parents who previously No used to with technology now start Study using platforms like WhatsApp, Facebook, and Instagram to communicate and obtain information. This process in a way No direct push improvement ability their digital literacy, especially in understand method digital media work. According to (Fitria Khairum Nisa, 2023), social media play a role as means education for parents in increase understanding about use technology in a way safe and responsible answer. Social media used For socialization about digital parenting, content dangerous, and protection children in the digital space. Research results This show that parents are active using social media own improvement understanding related basic digital literacy like ethics media and digital security.

In context digital literacy, social media become means easy learning accessible for parents. They can learn various matter start from method use application, understanding feature security, up to recognize valid and invalid information. With existence experience direct this, parents No only

become users passive, but also starting active evaluate the information they meet in the digital world. According to (Ridho Azlam Ambo Asse, 2025), digital literacy of parents own influence significant to ability child in using gadgets healthy. Parents who have ability more digital literacy Good tend capable direct child in choose content, control use of social media, as well as build effective communication in the digital environment. This show that social media in a way No direct strengthen the role of parents in children's digital education.

In addition, social media also plays a role as room interaction between people old people who are mutual share experience. Groups conversations, parenting communities, and online discussion forums allow parents exchange information about education children, health, to use secure technology. Interaction This strengthen understanding they about digital literacy through learning based community.(Nuri Fitrianingrum Chasanah, 2025) explain that social media like Instagram becomes room for parents For sharenting (sharing) activity children). However, the practice this also shows that Still many parents have not understand risk digital privacy, data security, and children's digital footprints. Lack of digital literacy can cause error in management family digital identity.

However, the use of social media in practice digital literacy also brings challenge. One of the challenge main is the rise information false or easy hoax spread. Parents who have not own skills strong digital literacy often have difficulty differentiate true and false information, so that risky spread information that is not accurate.(Nur Cholimaha, 2025) find that parents Still face various challenge in control digital literacy, such as difficulty understand digital content, monitoring children's use of gadgets, as well as manage emotion child in use of digital media. Therefore Well, social media works too as room informal learning for increase parents ' digital competence.

On the other hand, social media can also become tool effective education If used with right. Lots of content educational that discusses method use technology in a way safe, recognize online fraud, as well as importance guard digital privacy. Content like This helping parents increase awareness they to risks in the digital world at once strengthen ability digital literacy. The role of children in helping parents also becomes aspect important in this process. In lots family, children often become “ little teachers ” who teach parents method use digital devices and applications. Interaction This creating a two- way learning process that strengthens connection family at a time increase parents ' digital literacy.(Susri Adeni, 2026) say that the parents who received digital education shows improvement understanding about use safe and wise technology.

In addition, social media participate helping parents understand development technology that continues to changed. Information about application new, features security, or digital trends can with fast accessible through social media platforms. This is make parents more adaptive to change technology that occurs in a way fast in the digital age. (Yenny, 2025)parents need increase digital

literacy to be able to understand technology latest and provide proper assistance to child in using social media. This shows that social media No only become means entertainment, but also a means Study for parents For follow development technology.

Although Thus, it is important for parents For own awareness critical in using social media. Digital literacy is not only limited to ability use devices, but also includes ability think critical, digital ethics, and responsibility answer in interact in online spaces. Without understanding this, the use of social media Can cause impact negative.

With thus, social media can become very useful tool in increase digital literacy among parents if used in a way wise. Support from family, community, and Continuous education is very necessary for parents can utilizing social media optimally. Ultimately, good digital literacy will helping parents more believe self and safety in facing the ever-growing digital era develop.

METHOD

Study This use approach qualitative with type study descriptive (Sugiyono, 2023). Approach qualitative chosen Because study This aim For understand in a way deep How the role of social media in increase digital literacy among parents based on experiences, views, and habits they in using social media.

Subject study This is an active parent using social media such as WhatsApp, Facebook, and Instagram. The selection informant done use purposive sampling technique, namely choose appropriate respondents with criteria certain, such as parents who have child age school and active use social media at least once year.

Data collection techniques were carried out through interview in-depth, observation, and documentation. Interviews used For dig parents ' experiences in using social media and how they understand digital information. Observation done For see in a way direct activity they in using social media, while documentation used For supports data in the form of catch screen or relevant digital activities.

Instrument main in study This is researchers Alone as a human instrument, assisted with guidelines interviews that have been arranged previously. Guidelines This covers question related frequency use of social media, types content accessed, as well as understanding they to digital information and online security.

Data analysis techniques are carried out through three stage, namely data reduction, data presentation, and data extraction conclusion. Data reduction is carried out with choose relevant

information, data presentation is done in form narrative descriptive and conclusion taken based on pattern or emerging findings from results study.

Study This expected can give clear picture about how social media play a role in increase parents ' digital literacy, as well as the challenges they face face it in its use. With Thus, the results study can become base For development of educational programs digital literacy for parents in the digital era.

RESULTS

Research result show that social media own sufficient role significant in increase digital literacy among parents. Most of them informant state that they start used to using social media such as WhatsApp, Facebook, and Instagram to communicate, search information, as well as follow development education children. Use of social media This become door beginning for parents For get to know the digital world better in. In addition, the results interview show that parents experience improvement ability in understand features social media basics, such as send message, share information, and manage privacy account. Some the informant also stated that they start more be careful in receive and distribute information, especially after often find news that is not Correct or hoaxes on social media.

research results also found that social media functioning as means informal learning for parents. Through group family, parenting communities, and online forums, parents each other exchange information about parenting children, health, and education. Interaction This help they increase understanding to digital literacy in general gradually through experience directly. However, research this also found existence challenge in practice digital literacy. Some parents Still difficulty differentiate valid and invalid information, so that potential become victims of misinformation. In addition, the limitations understanding technology in some parents make they need help from child or member other families in use features certain.

Observation results show that role child in helping parents is very important in the process of improvement digital literacy. Children often become companion in explain method use application, set arrangement privacy, and provide understanding about digital security. This is creating a two- way learning process in family. Research this also shows that parents are more often using social media tend own level greater digital literacy Good compared to with those who are rare use it. Intensity use influential to ability adaptation to technology and understanding to digital information.

Table 1 Results Study

No	Observed Aspects	Findings	Information
1	Use of social media	Parent active using WhatsApp, Facebook, and Instagram	Used For communication and searching information
2	Ability digital basics	Increase in use feature basic (chat, share, comment)	Happen after routine use
3	Understanding information	Some parents start more be careful to hoax	However Still there is something easy believe information
4	Social media as means Study	Used For parenting groups and online communities	Help exchange information parenting
5	Challenge digital literacy	Difficulty differentiate valid and invalid information	Still need mentoring
6	The role of the family	Children help parents in use of social media	A two- way learning process occurs
7	Intensity use	Users active own more digital literacy Good	The more often used, the more skilled
8	Digital security	Some parents start understand privacy account	However Not yet maximum
9	Attitude to technology	Majority behave positive and open	Social media considered beneficial

In a way overall, results study This conclude that social media own role positive in increase parents ' digital literacy, although Still there is constraint like lack of understanding critical to information and limitations skills technology. Therefore that, is necessary mentoring and education sustainable so that parents can using social media in a way more wise and safe.

DISCUSSION

Research result show that social media own role important in increase digital literacy of parents, especially in matter introduction technology and use feature basic findings This seen from increasing parental abilities in use application such as WhatsApp, Facebook, and Instagram to communicate and search information. This is in line with draft digital literacy that is not only covers knowledge, but also skills practical in use this technology in line with findings from (Yohana Kristi Purwadi, 2023)that state that parents play a role in access, evaluate, and use digital information. as

well as Use technology influenced by needs education children. and also digital literacy includes access evaluation use information.

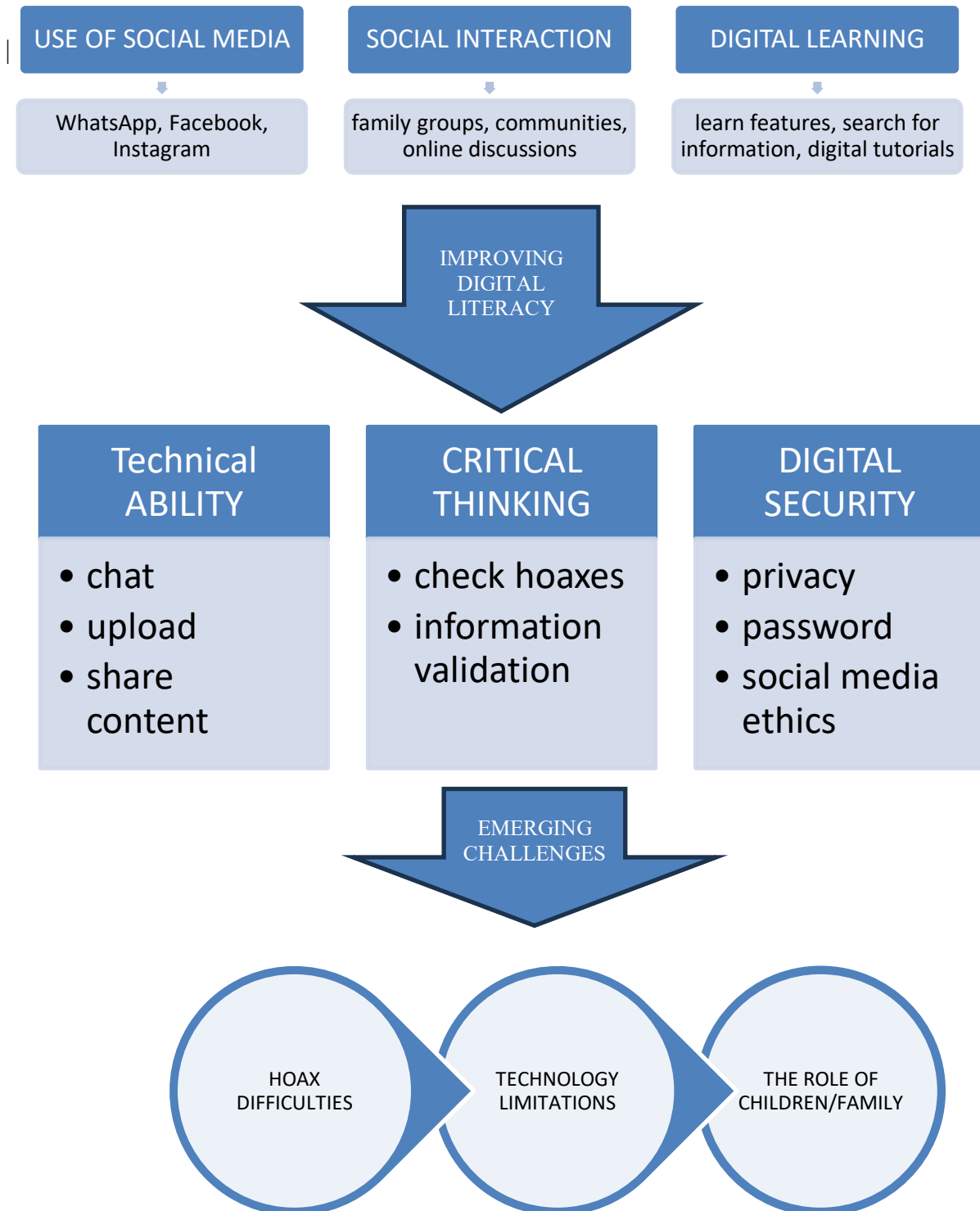
Apart from that, social media also works as means informal learning for parents. Through group family and parenting community, parents can exchange information about parenting children, education, and health. Interaction social This strengthen the learning process based experience, where parents No only accept information, but also active participate in digital discussion. Conditions This show that social media support formation culture Study collaborative in digital space. this in line with study from (Hutapea, 2022)that state that parents utilise digital technology for parenting child and digital media becomes means share parenting experiences and strategies and also a learning process social based community

However, research this also found that parents ' digital literacy Still are at varying stages. Some parents Already capable sorting information with more critical, but part other Still prone to to distribution hoax. This is show that ability think critical in digital literacy yet fully develop in a way evenly, so that Still required mentoring and education more carry on.

Other findings show that role family, especially child, very helpful in increase digital literacy of parents. Children often become companion in teach use technology, starting from method operate application until arrange privacy account. Interaction This creating a two- way knowledge transfer process that accelerates improvement parents ' digital capabilities.

In addition, the intensity the use of social media also has an influence to level digital literacy. Parents who are more often using social media tend own more digital skills Good compared to the rare ones using. This is show that experience directly (learning by doing) becomes factor important in development literacy digital.Although however, still there is challenges that need to be overcome noticed, such as lack of understanding to digital security and risks distribution information fake. Therefore that, is necessary effort education sustainable For increase parental awareness about ethics and safety in using social media.

Chart 1 The Role of Social Media in Parents' Digital Literacy



In a way overall, results study This show that social media own role positive in increase parents ' digital literacy, both as means communication, learning, and interaction social. However,

success it really depends on the ability critical, mentoring family, and continuous digital education so that parents can using social media in a way wise, safe, and effective.

CONCLUSION

Based on results research, can concluded that social media own important role in increase digital literacy among parents. Social media like WhatsApp, Facebook, and Instagram do not only functioning as tool communication, but also as means informal learning that helps parents know and understand digital technology in more good. Use of social media regularly provide impact positive to improvement ability parents ' digital foundations, such as send message, share information, as well as understand feature privacy and security account. In addition, social media also encourages parents For more critical in accept information, although ability the Not yet evenly distributed across all circles.

However, research this also found existence a number of challenges, such as Still low ability some parents in differentiate valid information and hoaxes, as well as limitations understanding to digital technology. This is show that parents ' digital literacy Still need improved in a way sustainable. The role of the family, especially children, also very helpful in the process of improvement parents ' digital literacy through mentoring and learning directly. With thus, it can concluded that social media play a role positive in increase parents ' digital literacy, but still need education, mentoring, and awareness critical for its use more wise, safe and useful..

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