Elaborating Motive and Psychological Impact of Sharenting in Millennial Parents

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Abstract   The phenomenon of parental care shared through social media (sharenting) is increasingly widespread. This research aimed to elaborate on the motives, strategies, and psychological effects of sharenting by millennial parents. This research is qualitative research with a phenomenological approach. The subjects are millennial parents who have a habit of sharing parenting on social media and are members of the professional community. Determination of the sample uses purposive sampling so that as many as ten people consisted of five females and five males. Interviews, observations, and documentation are the methods used in data collection. Data were analyzed using reduction techniques, data presentation, and verification. The results showed that the motive of sharenting parents is to receive affirmation and social support, demonstrate the ability to care for children, social participation, and documentation. Millennial parents with a peer-oriented communication model do Sharenting. Sharenting for millennial parents has both positive and negative impacts, namely by providing new information and knowledge, making new friends, and support. The negative effects include feeling insecure, comparing her child with someone else's child, causing animosity and dissent. Thus, it can be concluded that sharenting by millennial parents is carried out with a variety of motives, carried out with a peer approach strategy, and has both positive and negative impacts at the same time. The implication is that millennial parents are more knowledgeable about parenting, understand good sharenting, and are psychologically trained in responding to netizens for their sharenting.

Keywords   Millennial Parents, Model, Parenting, Psychological, Sharenting

1. Introduction

The term generation is identified based on birth year, age, location, and important events that create their personalities [1]. Currently, three generations dominate namely baby boomers, generation X, and the millennium [2]. The baby boomer generation is a generation born 1943-1960. So-called because there was a large increase in birth resulting in a baby boom. They were raised in prosperous economic conditions and their growth did not depend on technology [3]. Generation X was born in 1961-1979. In this era a decline in birth rates. They are the generation that grew up in high divorce conditions because parents were busy working, poor economic conditions, and high crime [4]. The millennial generation is a generation born 1980-2000. So-called because of its proximity to the millennium era and raised in the digital

era [5]. Their lives are much influenced by computers [6]. Numerous studies show the positive qualities of the millennial generation, as well as enjoying the use of technology so that it becomes dependent on technology at an earlier age; and this allows them to learn new languages more proficiently [7]. They are also confident, has high optimism, high self-esteem, assertiveness, and high acceptance of family.

With several positive qualities as described above, the existence of the millennial generation is something that has been expected for a country including Indonesia. In 2017, the Indonesian population received a demographic bonus because 33.75% of the total population was millennial with a nearly equal number of women and men [8]. Most of the current millennial generation are students or have become young parents [9]. In Indonesia, there are 175, 4 million internet users and 160 million social media users. The increase in users increased by 8.1% from April 2019 to January 2020. The highest percentage of social media users in Indonesia aged 18 to 34 years. Most of them are married, so they are called millennial parents [10]. This increase in users has an effect on the themes posted in the social media used, ranging from those related to work, holidays, culinary, family, even childcare.

Millennial parents have a different character from the previous generation (generation X and baby boomers) [11]. Nearly 80% of millennial mothers say it is important to be the perfect mother, and 64% in all age groups say childcare is becoming more competitive. Millennial parents are competent to become great parents even starting earlier [12]. Millennial parents share information about their children on social media. This phenomenon is called sharenting (a combination of the words sharing and parenting) [13]. Sharenting means sharing information done by parents on social media. Sharenting is a habit of using social media to share news, pictures, and other things about children. Sharenting is a behavior that occurs naturally. Mothers, especially homemakers, cannot avoid Sharenting behavior because homemakers have more flexible time to share about children [14]. Many parents, especially mothers who do sharenting for various reasons including being proud of children, spreading happiness, seeking childcare support, or just wanting to show off.

Sharenting includes sharing about parenting activities or various things about children. Many shares through photos and others share through stories. It is uncommon to openly state the child's name, age, and location of the photo. Millennial parents claim to upload photos of children from the womb or before the baby is one day old. Uploading baby photos is considered a form of support that is needed in the early days of becoming a parent. Each sharing photos and videos of children can contain an assessment, also the opportunity to get the support of family and friends wherever they are [15]. The desire to "be" and "be seen" as a good mother motivates all of her behavior including the behavior to share about her

children on social media [16]. Millennials' children's and family's lives have improved which has resulted in online visuals that have evolved following large increases in online photo sharing, designed to create online biographies [17].

Sharenting habits of parents aim to provide experience and share with others. This has become a positive form of care because it can share and get information in childcare. Nevertheless, in reality, not a few parents also tend to provide excessive information about what is shared so that there is a tendency for negative things to emerge such as the safety and development of the child herself. This tendency to share information makes parents wise and able to find sharenting models that are healthy, suitable, and by the child's development and condition. The motive, shape, and impact of sharenting are revealed in this research. Realizing the importance of information need in good and positive parenting, this research specifically examines the positive sharenting model by millennial parents. This research answers the following questions.

1. What are the motives of millennial parents for sharenting?
2. How do millennial parents do sharenting?
3. How does the psychological impact of millennial parents do sharenting?

Meanwhile, the focus of this research is to describe the sharenting model by millennial parents as a process of exchanging information between parents in parenting, mentoring, education, and child development.

2. Methods

2.1. General Background and Participant

This research is qualitative research using a phenomenological approach. Participants in this research were ten people, five of whom were female and five were male. Exploration of phenomena can be carried out on heterogeneous participants between 3-15 people [18]. Research subjects using a purposive sampling technique determine to determine research subjects by predetermined research criteria [19]. Among the criteria of the subject of this research are millennial parents (born in 1981-2000), uploading photos and videos of children on social media (sharing), and willing to be interviewed and provide information that researchers need. The willingness of the informant makes it easier for researchers to obtain data and information in research. Ten people were selected as research subjects who met these criteria. The tenth names of the parents who were the research subjects were mentioned with the initials AF, NR, IS, KL, OP, AD, AL, RT, RW, and RI. The purpose of the disguised identity is to protect and protect the subject's privacy. In detail, the parental characteristics of

the ten participating parents are presented in Table 1.

Table 1. Participant Profiles

Name (Initial)	Gender		Year of Birth/Age
	Male	Female	
AF	-	1	1988/32
NR	-	1	1988/32
IS	-	1	1987/33
KL	-	1	1990/30
OP	-	1	1986/34
AD	1	-	1995/25
AL	1	-	1992/28
RT	1	-	1993/27
RW	1	-	1992/28
RI	1	-	1994/26
Total	5	5	1981-2000

2.2. Instruments and Procedures

Research data collection was done by in-depth interview techniques using online interview guide instruments and answered using voice notes. The entire data collection was carried out online because this research was carried out during the Covid-19 pandemic period from April to May 2020. In-depth interviews with respondents were conducted to get more information related to sharenting that parents have done. Interview questions are open and general that are arranged by researchers to uncover the core and in-depth phenomena of research. Researchers try to create a conducive atmosphere so that participants can answer freely and comfortably every question raised by providing an understanding of participant confidentiality. Data analysis use coding analysis techniques in which the results of research data made themes between 5-7 themes [19].

The procedure for implementing the data collection was carried out after the approval of the data collection permit from each participant. Data collection techniques using interview instruments provided online. This is because of the consideration of the condition of the pandemic COVID that is still running. Two types of participants give answers, namely using answers with voice note recording and writing sent back via email and WhatsApp. After the interview is obtained then the data transcribed verbatim or by verbatim technique. Moreover, to make it easier to transcribe researchers using the google doc application that can directly transcribe sounds into text. Interview data transcripts were then coded according to themes and sentences that were considered important points to be analyzed [20]. Data reduction based on participant experience becomes an important part of data analysis. To get quality data, several stages are carried out, namely classifying important statements in the main theme, and describing the meaning of the experience of the phenomenon as a whole. The essence of the description is what is being experienced and how individuals deal with this experience [21].

2.3. Data Analysis

The procedure of data analysis in this research began by changing the sound recordings of the interviews into transcripts so that they could easily examine various information contained. The researchers carefully read the interview transcript several times. Along with this process, researchers also choose the important information contained in it to be an important statement. Important statements identified by the researchers are further grouped into central themes. This important statement and the central theme is then used to make a texture description, which is a description of what is experienced by the participants [22]. Researchers to make structural descriptions, namely descriptions of how participants experience the phenomenon, also use important statements and central themes. The final step in the data analysis procedure is to write the essence of all phenomena experienced by the participants. The essence description is a combination of texture and structural description that reveals the essence of the phenomenon experienced by the participants.

3. Findings and Discussion

3.1. The Motive of Millennial Parents in Sharenting

Based on the results of the analysis several themes can be used as a key in the discussion, namely about sharenting motives, ways of doing it, the impacts and obstacles faced by parents. This is based on the results of participant interviews. Found four major themes that occur in sharenting. In this section, the explained why millennial parents do sharenting. AF revealed "*The purpose of sharing is to let people realize that there are people who can do things with this perspective, more to my personal feelings that I feel every day that can be taken advantage of between mother and child. Sometimes we need to vent our feelings. Therefore, usually make it in poetry if the sad. Nevertheless, like some friends comment, it turns out she feels the same way. Therefore, we share our feelings that we need support. So support each other*". Besides, AF also stated that she was sharenting for documentation, "*My main goal is sharing so that one day I can see it again. Because if not on social media I like to forget, but if on social media there are documents*".

Meanwhile, the male respondent named AD stated, "*I share daily activities with children on various social media to be able to exchange information with other parents about new activities carried out with our*

children". RW also added that "*The sharenting activities I do are sharing daily activities with my children on social media such as Instagram or documenting in video form to be an archive or a memento when our children are adults and we grow old*". Apart from that, RI also expressed her opinion that "*My goal is to share my daily activities with my child, namely as evidence in facilitating the evaluation of every activity carried out by our children and as an evaluation of our children's sub-optimal abilities*".

AF is a homemaker who has a daughter named SA. AF has been sharenting since the birth of SA. The social media account that AF often use to do sharenting is Instagram. Until May 2020 the account has 731 followers with 729 photos and video posts, most of which are related to their child's parenting. Based on what has been done, sharenting according to AF is to show her understanding and ability about parenting, as well as to share her feelings with others, by doing so AF feels gaining mutual support with other parents. Furthermore, Figure 1 below shows the sharenting activities carried out by participants posted on Instagram.
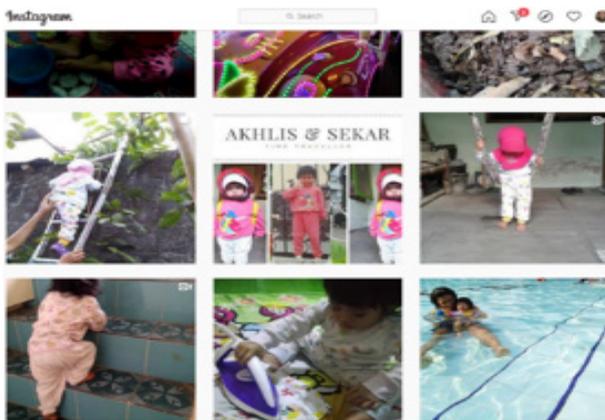

Figure 1. Participant Sharenting Activities Posted on Instagram

Another participant is NR, a homemaker who actively uses social media as a place to share her child's name; PS. NR has been using Instagram since 2013 and has been using it as a sharenting media since 2016. On its Instagram account, as of May 2020, it has posted 797 photos and videos and has 904 followers. Even in the bio Instagram, information section NR writes herself as a parenting & HS enthusiast. NR stated that she did sharenting to channel the pleasure of writing, she felt less confident because of the lack of self-actualization in society with her status as a homemaker, but by doing sharenting on social media, she had received many positive responses and made her feel useful for people other. This is implied from the interviews that have been conducted, "*Because I love to write, and I see many parents, close friends who seem to still not aware of ways to become good parents for children. This is even though it is important to channel hobbies and that is what I am good at parenting so yes I like to share. Sharenting is*

encouraging to learn because science continues to develop; the quality of posts must also develop. With a variety of social networks and get many positive responses, so feel my presence is also useful for others. As a special satisfaction if there are friends, family, relatives who ultimately follow or practice the knowledge that we share".

In line with the NR statement, KL also stated, "*I do sharenting activities on various social media to be a forum to channel my hobby in the world of photography as well as educate my children well*". Through the sharing that KL does by posting every child's daily activities on social media, KL will get a variety of responses from social media followers, especially parents, related to channeling hobbies without leaving their obligations as parents in educating children. Meanwhile, the OP expressed his view that "*I do sharenting on social media besides sharing with other parents about how to be a good parent to children according to the child's age, I also sometimes promote my products such as only clothes for children or games that are support cognitive and motor development of children*". Through the sharenting activities carried out on social media, the OP apart from sharing knowledge about parenting also gets additional income from products sold through these social media. Moreover, the marketed products are also used by OPs and their children in their daily lives, thus increasing the interest of parents to buy them.

Besides, another purpose of NR conducting sharenting is as an effort to form a better environment. As a form of social participation, parents who expect the environment and parents care for children's education. IS also shares other experiences. IS has been sharenting on her social media accounts since 2015 when she had her first child, DA. On its social media accounts IS often does sharenting, IS's Instagram account until May 2020 has 1,007 followers, and has posted 1,606 photos and videos about her family and children. Slightly different from other participants, IS stated that her motive for doing sharenting was for documentation, "*If I like photos, so to save so that the memory is not full and not lost, so put it on Instagram or Facebook. So just enjoy watching the song oh my child used to be like that*".

In one of the photo posts on the Instagram account story feature, IS seemed to share memorable photos from 2016 when the child was a baby. The photo is stored as posting documentation on the story archive feature. Based on the presentation of the statements of the above research subjects, it can be concluded that the motives or goals of millennial parents do sharenting. First, to receive affirmations and social support. Affirmation is an encouragement from within a person to take certain actions [23]. Affirmations are a form of self-affirmation related to positive things. Affirmations can change a person's perspective in responding to life and the environment around her, affirmation also makes the mind

more positive [24]. Being a parent certainly requires the support of others around them. By doing sharenting, showing it on social media, and being seen by others, will bring support from other people to parents from the interaction that they do virtually on social media (cyberspace) online or offline from the environment in real life.

Second, to show the ability to care for children. In addition to getting affirmations and social support (social support), sharenting is done to demonstrate the ability to care for children. As a parent, of course, they do not want to be considered unable to take good care of her children, giving rise to various efforts to show others that she can care for her children properly. Millennial parents share about parenting on their social media accounts, accompanied by photos or videos of children and written statements relating to children that show positive things that are suggested to be understood and imitated by other parents as a form of good parenting [25,26]. The purpose of millennial parents to do sharenting is to show the ability to take care of children who at first thought that other parents were not aware and there still many who did not know how to care for children properly. Moreover, the perspective of each parent is certainly different, but doing sharenting provides additional insights into a variety of ways of parenting [27]. Third, for social participation. Social participation as a sharenting goal seeks to empower people to build something in the sense of the future. Millennial parents do sharenting as a caring effort to participate in shaping a better community environment, with the initiative to share knowledge about parenting on social media. Fourth, for documentation. Technology that is increasingly developing and closely related to the lives of millennials, presents social media that have various features that can store photo albums and videos stored online as a forum for its users to document the moments of their lives. Features on social media like this make millennial parents' sharenting to document their child's moment of development in the form of photos and videos online.

3.2. Ways of Millennial Parents Conduct Sharenting

The four types of communicative orientation characterize the parental approach to sharenting including the family-oriented approach, peer-oriented approach, opposition, and not using [28]. The results showed that the ten subjects in this research conducted sharenting that included a peer-oriented approach. This peer-oriented approach means when sharenting becomes the foundation of sociality and the exchange of experiences, points of view, and knowledge with other parents. AF is a peer with NR, both of whom do sharenting to express dedication in parenting by presenting photos of children that are interesting, fun, and often very aesthetically pleasing. KL is also OP's peer group, both of them do sharenting to

channel their hobbies in the world of photography and also as a means to promote their products related to children's clothing or children's games that hone children's cognitive and motor skills. Sharenting conducted by them present is responsiveness from their audience as explained above. Sharenting with peer-oriented (peer-oriented) is done because it offers support and intimate interaction of a group of peers [29].

In general, the way of sharenting carried out by the ten respondents in this study, whether parents who are female or male, is by posting or sharing daily activities of children or parents with children through various social media that are currently developing. Social media is the most widely used by millennial parents in sharing daily activities for children or parents with children, namely through Instagram, Facebook, Twitter, blogs, or YouTube. This is in line with the statement of RI and AD, "*We post daily activities in educating our children through Instagram. We do this because most millennial parents today mostly use Instagram and its easy use*". OP and RW stated that "*We share the activities we do with our children every day through the Facebook application and Instagram. We do this because these two applications provide a wide platform for us to post daily activities that we do with our children can be a picture or a video*". Besides, OP and RW use Facebook and Instagram apart from being a means of sharing with other parents to share knowledge about educating good children according to the times, they are also used to promote their products to other parents in the form of children's clothes and games. Both social media are also easy to use and the majority of millennial parents use them, making it easier in various good parenting ways according to the times.

Furthermore, AF and NR expressed their opinion that "*We share our daily activities with our children, namely through blogs. We do this sharenting through blogs because we have a hobby of writing and photography so that through blogs we can share with parents others about how to educate children through the writings and photos that we compiled*". AL and RT also shared their experiences that, "*We share our daily activities with our children or our children's activities through Twitter because in our opinion Twitter is an application that is very trending if we post it using out of the box and anti-mainstream hashtags*". Meanwhile, IS and KL stated their experiences as follows, "*We share daily activities with our children by recording videos of the activities we do with our children and then posting them on YouTube. We do this to make it easier for others, especially parents. Millennials do good parenting according to the times because there is documentation of activities that are equipped with moving images or videos and sounds*". IS and KL also revealed, "*We post or upload videos of our daily parenting activities on YouTube to become our archives or memories if we are old and if we miss the cuteness of our children when we were little*".

3.3. The Impact of Sharenting on Millennial Parents

The sharenting phenomenon has various effects on millennial parents. Based on the results of research on the ten subjects of this research showed the impact of sharenting on millennial parents including cognitive impact, affective impact, and moral impact on parents. The impact of sharenting on the cognitive aspects of parents takes the form of additional insight into parenting ways of educating children. Doing sharenting by sharing educative things done to children, which are then seen and read by other parents, makes other parents get knowledge of parenting experiences from those who carry out educated sharenting [30,31].

Among the examples of sharenting that have an impact on parents' cognitive are first, sharenting with educational content fosters a love of books and reading. As AF did on her social media account. Several posts share AF activities holding reading material, or photos of books that are given review comments. The post contains education to foster children's love of books and reading. As in one of her posts, AF wrote, "*Before teaching reading, actually we are more aimed at fostering the love of SA in books and reading. Therefore, this reading activity is carried out as interesting as possible so that the SA does not go away quickly and get bored. It can be attractively tale, read aloud, read out We also read books about emotions to help identify and express their feelings*". Furthermore, Figure 2 shows the Sharenting conducted by the participants by conducting education to foster a love for books.

Figure 2.   Sharenting by Reading Books Posted on Instagram

In this post, AF shared a photo of SA holding a newspaper as if SA was learning to read. Although at the age of the SA cannot read, but AF stimulates the SA so that he is interested in any reading around her. Not only readings from books but also other readings such as newspapers and writings around. By sharing moments of stimulation efforts to foster, a love of books and readings such as those carried out by AF has an impact on the cognitive aspects of other parents. Other parents experience the development of cognitive insight that parents play an important role in trying to foster a love of books and readings so that if a child is interested and likes

reading, learning to read is not a burden for children, but rather something that is considered fun. Similar to AF, sharenting conducted by NR also contains educational content about growing love for children's books and readings. Related to the impact of sharenting on parents' cognitive that is done by NR who often invites children to go to the library, NR also shares photos of books that she recommends to read with children so that children have a love of books. Furthermore, Figure 3 shows the Sharenting conducted by the participants by invited children to go to the library and sharing photos about books that can be read with children.

Figure 3.   Sharenting by Invites Children go to The Library

Besides, sharenting activities can have a positive impact on the potential and abilities possessed by each individual, especially parents and children. As stated by RI, "*I share my daily activities with my children on social media to hone my skills in the world of photography and documentation*". This is also the same as expressed by the AD that, "*The impact I felt after I posted my daily activities with my child on social media, my child became interested in the world of pictures and photography, so I think what I do can be a good impact on the child's sensory development*". Meanwhile, the OP said that "*After I share the activities that my child and I do every day on social media, my child and I care more about what is happening in the environment and my child's curiosity has increased*".

Second, sharenting with educational content fosters the fondness of reading in children. Reading is the initial ability that children go through in the process of mastering overall reading skills. Reading is usually done or obtained by kindergarten children that around 4-6 years [32]. Children who acquire reading skills find it easier to absorb information and knowledge later in life. Growing a hobby of reading is one of the important tasks of parents to children so that reading becomes a hobby and not just a mere task, it is necessary to habituate as early as possible and make reading activities fun [33]. Sharenting conducted by the research subjects contains educational content to foster a reading fondness. This is a series of related stages after fostering a child's love of books and reading. Next, the parents sharing activities on how to stimulate fostering a love of reading to children on their

social media account. In one of the posts on Instagram AF shared a photo of the book by providing information on educational writing to foster children's anger. Figure 4 shows the Sharenting conducted by the participants by invited children to go to the library and sharing photos about books that can be read with children.

Figure 4. Sharenting by Creating Reading Interest in Children

In that post, AF wrote, "*Every child will eventually be able to read. Nevertheless, the most important thing beforehand is not the way, but how she can want and want to read again. She must find the big why, the strongest reason. Where does it come from? From the first stimulation, she received*". Based on the AF article, it can provide education for other parents who see and read these sharenting posts. AF shows the books that she uses to foster a hobby of reading to AS and gives tips to parents to provide stimulation to children so that children want to read. Likewise, with the sharenting conducted by NR, she often shares SP photos reading in the library. By showing the activities of children, reading in this library is an education to foster a fondness for reading to their children. Figure 5 shows the Sharenting conducted by the participants by inviting children to go to the library and sharing photos about books that can be read with children.

Figure 5. Sharenting by Creating Reading Interest in the Library

Third, the impact of sharenting on affective/parental attitudes. The impact of sharenting on parents also includes the effect on parental attitudes on children. In addition to the cognitive impact of sharenting, the affection/attitude of parents towards children can be influential because it is part of parents' cognitive

knowledge/insight practices about parenting that they just get after seeing or knowing from sharenting that other people do. The attitude of parents towards children will change according to the intellectual ability of parents from the results of cognitive development [34]. Among the effects on parental attitudes on children are sharenting about child development and education, morals, and increasing parental religiosity. Sharenting about education can grow and develop children's potential [35,36]. The content of education about child development is also a content of sharenting by millennial parents. Discussions about children's growth and development are much discussed by parents and have an impact on changing attitudes of parents to children. In sharing what they do, they share knowledge about the way they do parenting by paying attention to the child's growth and development. Figure 6 shows the Sharenting conducted by the participants by growing and developing children's potential.

Figure 6. Sharenting by Creating Child Growth

NR stated that related to the content of education in the sharenting that she did include "*Usually developing according to the age of the child. Starting from the importance of learning about breastfeeding, feeding according to WHO rules, child nutrition and nutrition, children's basic health, stimulation of self-literacy development (encouraging read aloud, reviewing children's books), reviewing parenting books, and guidebooks for growth and development and psychology issues light child*". Based on the results of research on NR's Instagram social media accounts, there are several posts relating to child development and education. One of them is the NR posting reviewing the Montessori book, or the NR posting sharing parenting knowledge about the benefits of simple activities for children's development.

In addition to NR, AF also conducts sharenting that influences parents' attitudes. Sharenting contains educational content about how parents behave towards the child's growth and development process, AF stated, "*Education is usually about children and their mothers. Well, now I prefer education. For example, like a spoiled child, SA parents like to say negative things when a spoiled child will fall, but if for example it is said to be like that cannot be learned to learn to maintain motor*

physical balance. I also share things that have already been experienced or done by themselves because there is more like that". Furthermore, Figure 7 shows the sharenting conducted by participants by carrying out daily activities in the form of buying goods in traditional markets. The sharenting activities shown in Figure 7 below have the aim to improve children's cognitive and psychomotor development, as well as increase social sensitivity in children.

Figure 7. Doing Simple Activities to Children's Abilities Development

RW also stated that "*I always introduce and teach my children about the importance of nature and the environment to us and we need to appreciate it. I convey this because everything in our environment always benefits us so that my children's affective and cognitive abilities improved* ". In line with AF's statement, KL also revealed that "*I also often introduce my children to activities that can optimize the development of the child's five senses, one of which is going to the market to buy various goods. Through these activities, my children often ask questions about the types of goods, the origin of the item purchased, and why it happened* ".

Meanwhile, parents have a different perspective and attitude about responding to their children who are climbing. Sometimes some parents forbid their children to climb because they are worried that it will endanger the child, and say the word prohibition that can kill the child's development potential. These events can be shown in Figure 8 below. Figure 8 shows the sharenting done by the participants by teaching children to climb trees to train the children's courage and mentality.

Figure 8. Teaching Simple Activities to Train Children Mentally

According to AF, parents must support a child who climbs so she can learn about balance. No need to be banned with negative language, instead parents must monitor when the child climbs and will be a good development for children when the child has managed to climb well because she has learned balance. On her Instagram account, there is one post that shows the activity of the SA is climbing. At the age of the SA is not too large, her parents do not prohibit climbing. It appears that AF is doing sharenting by sharing these photos to educate other parents about paying attention to stimulation of growth for children without having to forbid children from doing what they want children to do.

Another impact of sharenting on the moral and level of parental religiosity is the presence of parents doing sharenting related to moral and religious activities. This shows that sharenting behavior also affects parents' morals and religions. From a religious perspective, parents must carry out sharenting by maintaining four principles. Maintaining the nature of children, developing the potential of children, with a clear direction and gradually [37,38]. Among the sharenting that has an impact on the morals and religion of parents is sharenting which shows worship activities for children.

Sharenting with religious education and Islamic education habituation content carried out by the subject of this research is as shown in Figure 9. On her social media accounts, both on Instagram and Facebook, many share the activities of their children (DA) who are praying, learning to read, or DA activities are learning to memorize short letters. Sharenting regarding the worship habits and activities of Islamic religious education or inculcation of other religious becomes one of the Sharenting content that many millennial parents do. In connection with the motives of parents to share, share photos and videos of children who are praying for example, or children who are reciting, having an impact on parents being motivated to do the same to their children.

Figure 9. Sharenting Habit of Islamic Worship and Education

Parents have the duty and responsibility to guide children to do positive things including by providing Islamic religious education from an early age and to make a habituation of worship to children from an early age. Therefore, sharing with the content of the habit of worship and Islamic religious education for children becomes an impact on the morals and religion of parents.

4. Conclusions and Recommendations

The results of the research concluded that there are millennial parents' sharenting motives, forms of sharenting by millennial parents, and the impact of sharenting on millennial parents. The motive for millennial parents to do sharenting is to receive affirmation and social support, to demonstrate the ability to take care of children, for social participation, and documentation. The form of sharenting conducted by millennial parents is sharing with peers who have an orientation to share experiences, knowledge, offer positive support, and intimate interactions in peer groups. There are two impacts of sharenting, namely positive and negative impacts. The positive impact of sharenting by millennial parents has an impact including the impact on parents' cognitive, the impact on parents' affective/attitudes, and the impact on parents' morals and religions. The impact of sharenting on the cognitive of parents arises because of the presence of sharenting that contains educational content for children about growing love of books and reading and fostering a fondness for reading.

Sharenting has an impact on the affective/parental attitudes because of the sharenting that contains education about how parents respond to the child's growth and development process. Sharenting that has an impact on parents' morals and religions is sharenting with content about the habituation of worship and Islamic education. Relationships between parents who do sharenting with their audience virtually on online social media are new friends who give new energy, give each other new knowledge and lessons, establish further discussion if anyone needs more information, feel proud of their children grow and develop better than other people's children. The negative impact can cause feelings of inferiority of parents when comparing their children with other people's children because a sense of insecurity if their children do not look perfect like other people's children, and cause hostility if there are parents who disagree with the statement made.

The results showed that sharenting behavior is a form of sharing information in childcare, motivating among parents, and fostering knowledge and skills in parenting. Sharenting behavior can be a form of positive interaction between parents with one another. Sharenting can be a place to gain new knowledge in educating children. One important thing to note is that sharenting behavior must be based on sharing motives, not motives to show off a child's ability to other parents. This awareness needs to be developed so that sharenting behavior does not occur friction between parents, causing negative effects. The results of this research can be used by academics, practitioners, and researchers as a reference or reference to be able to do about sharing in the future to respondents who are more diverse and have a variety of backgrounds. Parents, whether millennial parents or not with pre-school children, can implement the findings of this research to educate their children well so that the potential and abilities that exist in children can develop to the maximum.

Acknowledgments

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