CHAPTER I

INTRODUCTION

1.1 Background

Parenting is a process of raising children that is carried out by protecting and nurturing them, and from there ensuring that children will develop well until adulthood (Kretchmar-Hendricks, 2024). The belief that parenting has an important role in child development has made parenting a widespread research topic (Kuppens & Ceulemans, 2018). Baumrind (1966) categorizes parenting patterns based on the dimensions of demandingness and responsiveness. When crossed, these two dimensions create four parenting patterns, namely authoritarian, authoritative, permissive, and neglectful (Maccoby and Martin, 1983). Authoritative parenting has a high level of demandingness and responsiveness. Authoritarian parenting has a high level of demandingness and a low level of responsiveness. Permissive parenting has a low level of demandingness and a high level of responsiveness. Neglectful parenting has low levels of demandingness and responsiveness.

Authoritative parenting has a positive effect on adolescent development in terms of psychosocial competence and academic achievement, while the other three parenting styles have worse developmental outcomes (Baumrind, 1991). Sanvictores and Mendez (2022) explain that authoritative parenting requires a lot of effort and patience from parents and children to be able to develop a close relationship. Parents should set clear expectations and use disciplinary action as a way to help their child, not as punishment. Children can have a say in parents' decisions, and communication between parents and children is frequent.

In Indonesia, parents for the most part haven't searched for information about parenting. Based on a survey from the Indonesian Child Protection Commission (KPAI) in 2020, around 33.8% of respondents have attended training or received information about childcare. Because of this, they may not know about the positive and negative effects of certain parenting methods on children.

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Through the various sources above, it can be concluded that the parenting style used by parents has an important role in children's development. Good parenting styles can lead to good outcomes, while poor parenting styles can limit children. Therefore, it is very important for parents to have an understanding of authoritative parenting so they can raise their children as well as possible.

Unfortunately, information regarding authoritative parenting in Indonesia is still limited and incomplete. It is difficult for parents who want to learn about authoritative parenting to find the information they need. There is no comprehensive informative media aimed at Indonesians regarding authoritative parenting. Therefore, designing an interactive website is an effective solution for conveying information about authoritative parenting to help parents on their journey in raising children and building healthier families.

1.2 Problem Statement

Based on the background described previously, the author found the following problems:

1) There is a lack of knowledge regarding authoritative parenting and the positive effects it has for children in Indonesia.
2) There is a lack of media that focuses on providing comprehensive information regarding authoritative parenting in Indonesia.

Therefore, the author decided to formulate the problem as follows:

How to design a website regarding authoritative parenting for parents?

1.3 Scope of Problem

This design is targeted towards adults ages 22–40, SES A–B, domiciled in Jabodetabek, who are either parents of young children or prospective parents, with a focus on increasing knowledge about authoritative parenting. The scope of the design will be limited to an interactive media design that provides information about authoritative parenting, the four parenting styles, as well as authoritative parenting advice and techniques.

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1.4 Goals of Final Project

Based on the problem formulation that has been explained, the author's aim is to design an interactive website about authoritative parenting. The author hopes that this design could help educate parents on authoritative parenting and guide them in their parenting journey.

1.5 Benefits of Final Project

There are two benefits obtained during the process of designing this final project from start to finish, namely:

1) Theoretical Benefits:

The benefit of this research is that it is an effort to increase awareness about authoritative parenting through interactive and educational media, such as websites. It is hoped that this research will become a treasure of knowledge in Visual Communication Design which can be a reference for further research that wants to develop other interactive learning media.

2) Practical Benefits:

It is hoped that this research can become a reference for lecturers or other researchers regarding the information pillars of DKV, especially in web design. This design can also be useful as a reference for other students who are interested in designing websites and the topic of authoritative parenting. Apart from that, this research can also become a university archival document related to the implementation of the Final Project.