CHAPTER III

RESEARCH METHODOLOGY

3.1 Subject of Design

The following is the subject of website design regarding authoritative parenting for parents:

1) **Demographic**

   a.   Gender: Male and female

   b.   Age: 22–40 years old

   Badan Pusat Statistik (2022) predicts that the average age of first marriage among young people will be 21.23 years in 2023 according to the data from the 2019-2022 National Socio-Economic Survey (Susenas). The American College of Obstetricians and Gynecologists (2023) states that s woman's peak reproductive years are between the late teens and late 20s. By age 30, fertility starts to decline. This decline happens faster once women reach their mid-30s. By 45, fertility has declined so much that getting pregnant naturally becomes unlikely.

   The age of 22-40 is the generation of Gen Z and Millennials. The two generations were introduced to digital technology from childhood and early adulthood. They face similar experiences in raising children with technology and breaking generational cycles to create healthier family dynamics (Jha, 2024).

   c. Education: SMA, D3, S1

   d. Socioeconomic Status: SES A–B

   Highly educated parents on average spend more time with their children (Guryan et al., 2008). Mothers with a college education or higher

spend about 4.5 hours more each week taking care of children than mothers with a high school education or less.

2) Geographic: Jabodetabek

Jabodetabek is the center of government, culture, education and the Indonesian economy. There is a positive correlation between parental income and time spent with children (Guryan et al., 2008). Research done on approximately 941 school students in the Jakarta area showed that more than 30% experienced depression, and 18.6% of them had suicidal thoughts (Nova Riyanti Yusuf, 2018). Baumrind (1991) has found that authoritative parenting is associated with good mental health, while authoritarian, permissive, and neglectful parenting is associated with anxiety and depression.

3) Psychographic

a. Adults who want to prepare for future children.

b. Adults with children who want to improve their parenting.

c. Adults who are interested in learning about parenting styles.

d. Adults who are interested in psychology and mental health.

e. Adults who are interested in self-improvement and education.

f. Adults who often browse the internet for information.

g. Adults who believe in science and data.

3.2 Methods and Procedures of Design

In the book Handbook of Design Thinking, Christian Müller-Roterberg (2018) explains Design Thinking as a comprehensive approach to customer-oriented innovation, or human-centered design. The Interaction Design Foundation (2016) defines Design Thinking as a process used by designers to understand users, challenge assumptions, redefine problems, and design innovative solutions. With Design Thinking, design teams can design solutions centered on the user.

3.2.1 Empathize

The first stage is Empathize, namely conducting user research. With this research, designers can empathize and understand the user's mindset. At this stage, designers can understand the problems experienced by users that they want to solve. Empathy is very important because designers must put aside their own assumptions and thoughts, and try to understand the needs of the users who will use the designs created.

3.2.2 Define

The second stage is Define, namely determining the design direction by looking for the needs and problems experienced by users. This stage is the time to collect all the information that was collected in the Empathize stage. Then, the designer will analyze the research results to determine the core of the problem that has been found. Personas are a useful tool for designers to stay focused on the user.

3.2.3 Ideate

The third stage is Ideate, namely challenging assumptions and looking for ideas. This stage is the time to generate as many ideas as possible. The strong background knowledge gained from the first two stages means designers can start looking for new or different angles to look at the problem. This is done to find innovative solutions to specified problems. Brainstorming is a very useful for designers at this stage.

3.2.4 Prototype

The fourth stage is Prototype, namely making a prototype of the solution found. This stage is the stage for testing the solution to find out whether it is the best solution for the problem. Designers must create several smaller, cheaper versions of the product to evaluate ideas. This stage can be done by creating a low-fidelity prototype.

3.2.5 Test

The fifth stage is Test, namely testing and trying out solutions. This stage is the time to test the prototype in detail. Although Testing is the final stage, Design Thinking is iterative, meaning the design team can use the results of testing to find further problems. So, designers can return to previous stages to continue refining the solution.

3.3 Techniques and Procedures of Design

The design technique used in this research is a mixture of qualitative and quantitative. The qualitative method chosen was interviews, while the quantitative method was questionnaires. A hybrid research methodology was chosen to obtain information on parenting styles, authoritative parenting, and the psychology of parents and children. The goal of this data collection technique is to get an idea of authoritative parenting and how parents can apply it, so that website design can be more relevant and effective. During the research process, documentation was carried out by video recording, audio recording and image screenshots.

3.3.1 Interview

The author conducted an interview with a child psychologist to obtain information from an expert in child psychology and parenting, as well as conducted interviews with parents to obtain information on parents who practice parenting in their everyday lives.

1) **Interview with Psychologist**

    Through an interview with a psychologist, the author can find out about parenting styles and authoritative parenting in detail. The questions for the interview are as follows:

    a. What are the four parenting styles?

    b. What is demandingness and responsiveness in parenting?

    c. Why is authoritative parenting considered the best parenting style?

    d. What drawbacks do the other parenting styles have?

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e. What stages of mental development does a child go through?

f. What methods of education and discipline are effective for each stage?

g. How do different situations and circumstances affect parenting styles?

h. What factors can affect parents to develop different parenting styles?

i. Is there an age when children are more receptive to changes in parenting style?

j. What can a parent do to transition into a more authoritative parenting style?

k. What can a parent do to be more demanding or responsive reasonably?

l. What can parents and children do to develop a healthier bond?

m. If a child misbehaves, what methods of discipline can parents use? Are there any actions that parents should avoid to prevent affecting the child negatively?

n. Does authoritative parenting need the child's understanding/cooperation?

o. Would you recommend parents or families to meet a therapist or counsellor?

p. Can you recommend any books about parenting, authoritative parenting, and child development/psychology?

2) Interview with Parents

Through an interview with parents, the author can find out about the application of parenting and the experiences of parents. The questions for the interview are as follows:

a. At what age did you have children?

b. At what age did you start thinking about marriage and having children?

c. Have you thought about how you want to parent your child?

d. Have you learned information about parenting?

e. Where did you get information about parenting?

f. What kind of parent are you?

g. Do you have high demands and expectations for your child?

h. Do you respond to your child's emotional needs?

i. How have your experiences affected your parenting style?

j. Has your parenting style changed at all?

k. Does your spouse have the same or different parenting style?

l. How do you and your spouse divide parenting duties?

m. What do you usually do in a day, and have you ever felt too busy to spend time with your child?

n. What do you usually do with your child in a day?

o. Do you communicate with your child often? What do you talk about?

p. What device do you use to get information?

q. What media do you use to get information?

r. What information do you want to have on a website?

3.3.2 Questionnaire

The author used a random sampling type questionnaire technique which was spread to people in the Jabodetabek area, and focused on respondents aged 22-40 years to collect data regarding their level of knowledge and perceptions about parenting styles and authoritative parenting, as well as identifying information gaps and preferences, which will become the basis in designing a helpful and informative website. The questions for the questionnaire are as follows:

1) Section 1 – Basic Information

a. What is your gender?

b. What is your age?

c. Do you have any children?

d. What do you think is the best age to have children?

e. Have you thought about how you want to raise or educate your children?

f. Have you received education, training, or looked up information about parenting?

g. Have you ever felt unsure, confused, or unprepared in regards to parenting?

h. Do you know about the four parenting styles?

i. Do you know about authoritative parenting?

j. Would you be interested in learning more about authoritative parenting?

2) Section 2 - Parenting Style

a. Parents must set strict rules for children.

b. Parents must give strict punishment to children when they make mistakes.

c. Parents must push their children to excel in academics and extracurricular activities.

d. Parents must communicate with their children frequently.

e. Parents must explain the reasons for their actions to their children.

f. Parents should consider their children's opinions.

g. Parents must set minimal expectations so as not to burden their children.

h. Parents must always support their children in everything.

i. Parents must give children complete freedom to make their own decisions.

j. A parent's obligation is to meet only the child's basic needs (food, shelter, education).

k. Children must solve problems on their own without the help of parents.

l. Children can be independent from an early age and do not need to be accompanied by their parents.

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3) Section 3 - Preference

a. What device do you usually use to look for information?

b. What media do you usually use to look for information?

c. Do you think a website is suitable for providing information about parenting?

d. What do you think is most needed in a website about parenting?

e. What difficulties do you often experience when searching for information on websites?

f. Which design do you think is most suitable for a website about parenting?

3.3.3 Existing Studies

Existing studies was done in order to analyze existing media. The existing study will be done to an Indonesian informative website about parenting. The SWOT (strengths, weaknesses, opportunities, and threats) technique will be used to evaluate its advantages and disadvantages, as well as what opportunities can be taken.

3.3.4 Reference Studies

Reference studies was done in order to gather references, information, and examples that will help with the creation of the website. The reference study will be done to the Parenting website and the 16 Personalities Test website. The study on the Parenting website will be used to find out what content is provided in a website with a similar topic. The study on the 16 Personalities Test website will be used to find out what design and content is present in a personality test.