The Existence of Mothers Using Social Media in Families in Sincimun Village East Halongonan District

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Article Info

ABSTRACT

Purpose of the study: This study aims to explore the effects of social media usage by housewives in Siancimun Village, Halongonan Timur District, on family harmony. As social media usage increases across various segments of society, this phenomenon has begun to influence family life, particularly among housewives who play a dominant role in household dynamics.

Methodology: This research employs a descriptive qualitative approach, utilizing data collection methods such as observation, interviews, and documentation. The data analysis method used in this study includes data reduction, data presentation, and data verification in order to draw conclusions. The validity of qualitative research data was tested using credibility, transferability, dependability, and confirmability techniques.

Main Findings: The findings of the study indicate that social media offers various benefits, such as facilitating communication, providing access to information, and serving as a source of inspiration for housewives in Siancimun Village. However, uncontrolled usage may lead to negative consequences, including reduced productivity, family conflicts, and imbalances in household roles. Therefore, awareness and wise time management are essential to ensure that social media is used positively without disrupting family harmony.

Novelty/Originality of this study: This study contributes to addressing the research gap concerning the use of social media by housewives in rural areas, specifically in Siancimun Village, Halongonan Timur District. Previous studies have generally discussed the impact of social media on society at large, highlighting both its positive aspects, such as facilitating communication, and its negative aspects, such as fostering dependency.

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1.   INTRODUCTION

The family is a bond or a unified entity connected by blood relations, consisting of a husband, wife, and children. As the smallest social unit, the family plays a vital role in shaping the character of a nation. It serves as the first and foremost educational institution for an individual [1]. According to Viranda [2], the function of the family can be viewed as a multidimensional concept that reflects interactions among family members who collectively work toward shared family goals. Family life encompasses the function of fulfilling and expressing the emotional needs of its members and provides a space for the socialization process, particularly for children.

The formation of a family is fundamentally based on frequent interactions, marked by mutual dependence and a shared commitment to achieving common objectives [3].

Each family member plays a specific role, with the father occupying a crucial position in the dynamics of the family as a key figure in establishing a strong foundation for a child's development and household stability. The father's role is irreplaceable in providing support, guidance, and a consistent presence for other family members . A father's involvement in child-rearing has a significant impact on the child's growth and development. His participation in parenting is as essential as the mother's, who is traditionally seen as the child's first educator[4]. An important factor that supports paternal involvement in parenting is the motivation and encouragement from those around him, particularly the support from the mother[5]. The presence of an engaged father figure in child-rearing provides a solid foundation and serves as a positive role model for the child's future [6].

A housewife is a married woman who does not engage in formal employment and devotes most of her time to managing household tasks and caring for her children, in accordance with the prevailing social norms [7]. A mother is not only the one who gives birth to a child but also serves as the spiritual center of the child's life. A housewife also acts as the first educator, playing a crucial role in supporting a child's education, as the family is the primary learning environment for children [8]. The mother is considered the cornerstone of the family, offering her full attention to her children—not only in terms of future provisions such as material needs and financial support, but also in serving as a central figure whose behavior and morality are imitated and internalized by the children through her guidance and example [9].

A complete family consists of parents and children. A child is considered from the time they are in the womb up to the age of 19. The most critical period in a child's growth and development is during early childhood, particularly the toddler years [10]. A child is also the most valuable asset a parent can possess like a priceless pearl beyond measure. The presence of a child brings new color and vitality to every family, enriching their lives with meaning and joy [11]. Children are expected to grow and develop properly so that they may eventually become adults who are healthy physically, mentally, socially, and emotionally [12]. In educating their children, parents should not rely solely on giving advice or imparting knowledge about values and proper behavior. Instead, the process must begin with self-education by setting an example and embodying the principles they wish to instill in their children [13].

In general, every family longs for harmony within the household. The term "harmony" derives from the word harmonious, which denotes balance and alignment. The core of family harmony lies in achieving a state of balance and mutual compatibility. To attain such harmony and unity, it is essential to maintain both alignment and balance in family life, as these are fundamental to fostering a peaceful and cohesive household [14]. A harmonious household is characterized by the absence of conflict between husband and wife, where any issues that arise are resolved collaboratively through mutual understanding and cooperation [15]. Family harmony serves as a crucial factor in supporting an individual's development across various aspects of life. It provides a stable foundation that nurtures personal growth and well-being, both in the present and in the future[16]. Every husband and wife aspires to build a harmonious family filled with love, peace, and tranquility a life characterized by sakinah, mawaddah, and rahmah (serenity, affection, and compassion) [17]. However, not all families experience harmony; some are marked by conflict and dysfunction, a condition commonly referred to as a broken home.

Broken home is derived from two words: broken, which comes from break meaning fracture or rupture, and home, which refers to a house or family. Thus, broken home can be understood as a state of disorder or dysfunction within a family unit[18]. Broken home is a term used to describe a lack of harmony within a family. It occurs when the family structure is no longer intact, which may result from the death of a parent, divorce, or ongoing disharmony within the household[19]. A household that experiences separation or breakdown has a significant impact on all family members, particularly on the younger generation who are raised in such an environment. The emotional and psychological effects can influence their development, behavior, and future relationships [20]. The issue of a broken home refers to a damaged family structure, often characterized by a lack of parental attention or affection. This condition usually arises from various problems, such as conflict, separation, or divorce, which result in children living apart from one or both parents[21]. Family disharmony occurs when one or more members fail to fulfill their roles and responsibilities effectively, leading to a breakdown in the expected functions within the household. This neglect can give rise to internal problems or conflicts that disrupt the overall balance and unity of the family [22]. Neglect in fulfilling family roles can be triggered by various factors, one of which is the influence of excessive engagement or addiction to social media. This overuse can lead to diminished attention and involvement in family responsibilities, ultimately disrupting familial harmony [23].

Social media, which is a component of new media, has become one of the most widely used platforms by the public in recent times. According to Budiman [24], social media is composed of two words: media and social. Media refers to a tool used for communication, while social pertains to an individual's actions or interactions with the surrounding community [25]. As an interactive platform, social media can be utilized by individuals, communities, and organizations to share experiences, engage in discussions, and promote new information [26]. Through social media, users can create and distribute content in the form of text, images, videos, or even audio, as well as interact with others through comments, likes, and messages. Today, social media users span a wide

demographic, including parents, teenagers, and even children. Unfortunately, the rapid advancement of technology has not been accompanied by an equally strong development in the quality and wisdom of social media usage [27].

Social media can have a significant influence on an individual's life. Its use has become a routine activity for many people on a daily basis [28]. However, frequent use of social media can lead to various problems, such as choosing platforms that do not align with one's needs, easily believing in unverified information, fostering a consumerist attitude, and prioritizing social media engagement over real-life responsibilities and interactions [29]. On the other hand, the positive impact of social media for housewives is quite broad. When used appropriately and responsibly, it can offer numerous benefits. Nevertheless, excessive use of social media may result in negative consequences, such as addiction that disrupts household duties or reduces the quality of family interactions. Therefore, it is essential for housewives to use social media wisely in order to gain its advantages without compromising their personal well-being or family relationships. Misuse or overuse of social media can also become a contributing factor to household disintegration if not managed properly [30].

Social media has become an integral part of daily life, particularly in Indonesia. According to a survey by The Asian Parent 2020, 71% of housewives in Indonesia access the internet during breaks from household chores. In this context, many mothers have integrated social media into nearly every aspect of their lives, making it a practical tool for various activities. They use social media to shop for household necessities, educate their children through learning materials and educational videos, and continue developing new skills related to household management, cooking, and family health. With its wide appeal, social media serves as a source of entertainment, information, and social interaction. However, when not properly managed, its use can interfere with productivity and the quality of household task fulfillment. Time that should be allocated to completing domestic responsibilities such as cooking, cleaning, or caring for children can be diverted to social media scrolling. This can lead to unfinished or delayed chores and a decline in the quality of tasks performed.

Previous research by Lestari [31] revealed that social media brings both positive impacts such as ease of communication and business opportunities and negative effects, including dependence on smartphones. Similarly, Awalia and Sari [32] highlighted social media's dual influence on family harmony: it facilitates communication but can also contribute to issues such as infidelity and domestic conflict. Husna [33] further pointed out the risks of social media, including cyberbullying and exposure to inappropriate content. In a different context, Ramadhani et al. [28] found that housewives spend an average of 3–4 hours per day on social media, primarily for online shopping. Social media can trigger conflicts between partners in household life, such as the emergence of infidelity cases and a tendency to neglect time management, which ultimately may disrupt the fulfillment of each party's responsibilities [32].

This study focuses on the phenomenon in Siancimun Village due to its unique social characteristics, where housewives play a dominant role in family life. Beyond performing domestic functions, housewives in this village also have significant roles in decision-making, managing household finances, and maintaining social stability within the family. The village community is increasingly connected to technology, including social media, which can influence the balance between household responsibilities and family interactions. This study is also important due to the limited research examining the impact of social media use on families in rural areas.

The novelty of this research lies in its specific focus on the role of housewives in Siancimun Village in utilizing social media as a means of communication, entertainment, and household economic empowerment. Unlike previous studies that tend to sample from urban areas or broadly encompass general populations, this study presents a localized approach by highlighting the social experiences of housewives within a rural context, which is often overlooked in academic literature. Employing a qualitative approach, this research explores personal and cultural narratives that enrich understanding of the dynamics of social media use by housewives and its impact on family harmony and domestic communication patterns. The local perspective offered not only contributes to the body of knowledge in media and family studies but also serves as an important reference for formulating community-based policies in the digital era.

2. RESEARCH METHOD
2.1. Research Design

This study employs a qualitative method with a descriptive approach. Qualitative research aims to understand the phenomena experienced by research subjects such as behavior, perceptions, motivations, and actions in a holistic maner. It describes these phenomena in words, within their natural contexts, using various appropriate methods [34]. Descriptive qualitative research is grounded in post-positivist philosophy and is conducted in natural settings, where the researcher acts as the key instrument [35]. This approach was chosen to enable the researcher to focus more deeply and gather detailed information from the informants. The qualitative method allows the researcher nto capture subjective nuances, social interactions, and cultural contexts, providing an effective framework to thoroughly explain how social transformation due to digital technology occurs at the micro level within rural family life. The descriptive approach is also highly suitable for research aimed at

understanding and explaining issues or phenomena in greater detail. This study was conducted in Siancimun Village, East Halmahera District.

2.2. Subject

The subjects of this study are housewives who are active social media users and reside in Siancimun Village, East Halmahera District. They were selected as the focus of the research due to their dual roles—managing household responsibilities while actively engaging with social media platforms. The selection of participants was carried out using purposive sampling, based on specific criteria such as being of adult age, married, having lived in the village for at least two years, and actively using social media (such as WhatsApp, Facebook, or TikTok) in their daily lives.

The selection of subjects was intended to explore how their existence as mothers within the family is manifested and transformed in the context of digital technology development. Variation in the level of social media usage among participants was also taken into account to capture a broader dynamic of how social media influences the roles of mothers in the family, particularly in terms of communication, parenting, and relationships with other family members.

2.3. Data collection Method

The data collection techniques employed in this study include observation, interviews, and documentation. Face-to-face observation was conducted with informants in Siancimun Village to understand the patterns of social media use within the context of family life. Interviews were carried out using open-ended questions aimed at exploring the influence of social media usage on family dynamics and the role of housewives, with informants providing honest responses to ensure the clarity and depth of the information gathered. Meanwhile, documentation was used to analyze the impact of social media on the presence and roles of housewives as social media users within the family. This involved recording audio, taking photographs, and collecting other relevant materials as part of the data obtained from informants [36].

2.4. Data analysis

The data analysis method used in this study involves three main stages: data reduction, data presentation, and data verification for drawing conclusions. Data reduction is the process of summarizing and focusing on essential information relevant to the research objectives [34]. This step aims to filter the data to highlight points that are most pertinent for analysis. Following this, data presentation involves organizing and displaying the selected data in a structured format, making it easier to interpret. The data is then verified to ensure its validity and reliability, leading to the formulation of conclusions based on the findings [37]. To ensure the trustworthiness of the data in qualitative research, four techniques are applied: credibility, transferability, dependability, and confirmability. These measures are implemented to ensure that the data collected is scientifically sound and can be justified as part of a rigorous academic study [38].

2.5. Research Procedures

This research procedure is designed to describe the systematic steps taken in conducting research on the existence of mothers who use social media in families in Siancimun Village, East Halongonan District. Each stage is carried out sequentially to ensure data accuracy and depth of analysis. The following diagram shows the flow of the research procedure visually.
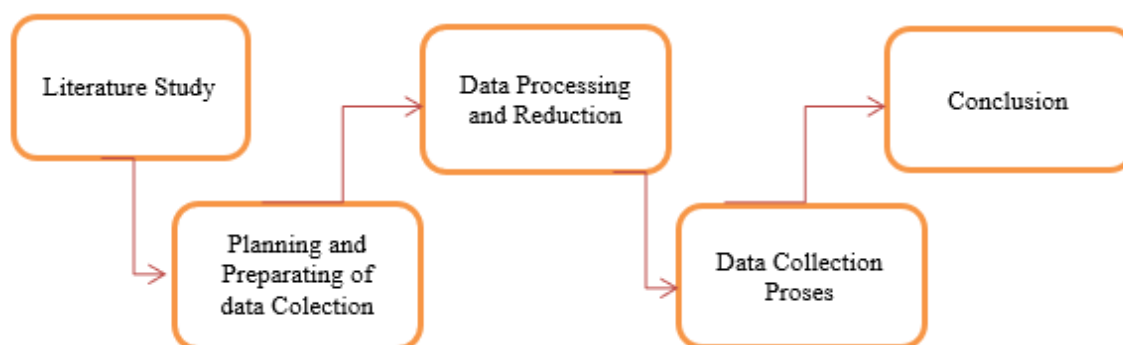

Figure 1. research Procedures

3. RESULTS AND DISCUSSION

Based on the results and data analysis obtained through interviews with informants, it was found that housewives in Siancimun Village, Halongonan Timur Subdistrict, North Padang Lawas Regency frequently use several social media platforms, namely Facebook, TikTok, Instagram, and YouTube. These platforms are favored due to their ease of access and engaging features, such as the ability to share photos and videos, and interact directly with other users. Among these, Facebook emerged as the most popular platform among the women in the village, largely because of its group features that allow them to join specific communities, such as buying and selling groups, cooking groups, and parenting forums. Meanwhile, TikTok and Instagram are predominantly used for entertainment and finding inspiration ranging from cooking recipes and parenting tips to various forms of creative content.

Several informants in Siancimun Village use social media for various daily purposes. One of the primary functions of social media for them is as a tool for long-distance communication. Based on interviews with informants identified as SH and IP, both agreed that social media facilitates communication with family members and friends, particularly those living outside the area. Social media is considered an effective medium for maintaining social relationships, especially in an era where physical distance is no longer a significant barrier.

Based on observations made by IP using social media as a source of information, be it the latest news, health tips, or household management guides, he even admitted that IP often looks for cooking recipes or handicraft tutorials through platforms such as YouTube which are integrated with other social media. This illustrates that social media has become an integral part of the lives of housewives in the village, functioning not only as a source of entertainment but also as a supportive tool in fulfilling their roles within the family environment. Healthy use of social media largely depends on its purpose, context, and overall impact on the user's well-being. Although there is no universally established international standard, numerous studies and professional recommendations offer general guidelines regarding the ideal duration of social media use. According to Limbong [39], social media usage should not exceed two hours per day. Excessive use beyond this threshold may increase the risk of mental health issues, such as anxiety and depression.

Social media usage among mothers in Desa Siancimun varies in terms of duration. For instance, IP reported that she only accesses social media during her free time, such as after completing household chores or while resting. In contrast, AS admitted to spending approximately four to five hours per day on social media. She even uses social media while performing household tasks, such as waiting for food to cook or supervising her children at play. Although this multitasking may appear productive, it often leads to a sense of dependency, wherein these mothers find it difficult to disengage from their mobile screens even during important activities.

Such circumstances can often lead to conflict within the family, particularly between husband and wife. For example, SH's husband expressed frustration that his wife was too absorbed in social media, resulting in her neglect of household responsibilities and reduced interaction with their children. The conflict intensified when SH chose to spend more time on social media rather than communicating with family members. Children also reported feeling neglected, as their parents appeared more focused on their phones than on engaging with them through play or conversation. This situation can create tension in the household and ultimately disrupt family harmony. Similar findings were reported in Sabrina's [40] study, which indicated that social media use can negatively impact families when not properly controlled, leading to emotional distance and increased domestic disputes. Husna [33] also concluded that social media has the potential to trigger familial tension due to a lack of self-regulation, thereby diminishing the quality of relationships among family members.

From the interviews, it was revealed that excessive use of social media can also interfere with a mother's productivity in managing household responsibilities. For instance, SH admitted that she often loses track of time while watching videos or scrolling through social media, resulting in neglected domestic tasks such as cooking, cleaning, or doing the laundry. This led to feelings of guilt, as SH recognized her inability to effectively allocate time between her household duties and social media usage. Harianja [41] supports this observation, stating that excessive use of social media can disrupt productivity, reduce time spent on real-life social interactions, and disturb the balance of daily life.

Social media does not entirely have a negative impact on mothers in Siancimun Village, Halongonan Timur Subdistrict, Padang Lawas Utara Regency. As noted by Sinta et al. [28], social media serves not only as a platform for interaction and socialization but also as a valuable source of information and inspiration in managing household affairs.

This can be seen from IP who tries to balance between work demands and household responsibilities by utilizing social media as an effective tool. Ip also utilizes platforms such as Instagram, YouTube, or Facebook to find quick tips for cleaning the house, organizing daily schedules, or finding practical cooking recipes that can be prepared in a short time. This approach helps save time and energy while still ensuring the family's needs are adequately met. Moreover, social media enables mothers to share their experiences and support one another, fostering a virtual community that provides mutual inspiration in fulfilling their dual roles as homemakers and working women. Thus, social media functions not only as a source of entertainment but also as a highly useful tool in helping mothers manage their daily lives more efficiently.

To address conflicts and the negative impacts arising from excessive social media use, it is essential for housewives to develop greater awareness and adopt a more mindful approach to managing their time and digital activities. One effective strategy is to set clear boundaries for social media usage [42]. Housewives can establish specific schedules for accessing social media, such as during midday breaks, after completing household chores, or in the evening when the children are asleep. Nursyifa [16] emphasizes that setting time limits for social media use enables individuals to stay more focused on household responsibilities and foster better interactions with family members, free from digital distractions. This disciplined approach not only helps in maintaining household harmony but also supports the overall well-being of both the individual and the family unit.

Julia [43] suggests that housewives should utilize social media in a productive and selective manner. For instance, they can choose to follow accounts that offer beneficial content, such as tips on household management, child education, or online business opportunities, rather than spending time on less meaningful entertainment content. Social media should not only serve as a platform for entertainment but also as a tool for enhancing knowledge and skills. Housewives can use social media to build positive social networks, such as joining communities that support self-development or family economic activities [44]. Social media can continue to be a valuable tool without compromising the harmony and balance within the family or community. Housewives can benefit from the conveniences of communication, access to information, and economic opportunities provided by social media, while still maintaining focus on their primary responsibilities at home. As a result, families may also avoid conflicts that can arise from excessive social media use.

4. CONCLUSION

Based on the findings and data analysis, it can be concluded that social media use among housewives in Siancimun Village, Halongonan Timur District, has a significant impact on family harmony. The most popular platforms are Facebook, TikTok, Instagram, and YouTube, with Facebook leading due to its group features that facilitate community interaction. Housewives utilize social media for various purposes, such as communicating with family members, seeking information, and finding inspiration. Excessive use ranging from four to five hours per day can lead to dependency, reduced productivity, and conflicts within the household. Despite these negative effects, some mothers have successfully used social media in a positive manner to improve their skills and build supportive social networks.

Awareness is essential for managing time and activities in the digital world wisely, including setting limits on usage duration and selecting beneficial content. Support from family members also plays a crucial role in creating a balance between social media use and household responsibilities. Social media can be utilized effectively without compromising family harmony and the quality of interpersonal relationships within the household. It is recommended that future studies adopt a longitudinal approach to monitor the long-term impact of social media use on the structure and function of families in rural areas. Subsequent research could also broaden the focus to include psychological dimensions, such as levels of stress, life satisfaction, and the quality of interpersonal communication. Additionally, it would be valuable to consider the role of other digital technologies beyond social media, such as instant messaging applications or e-commerce platforms, which are increasingly accessed by housewives. A comparative study between rural and urban areas is also suggested to provide a more comprehensive understanding of the differing patterns and effects of social media use within varied socio-cultural contexts.

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