



Beware of digital footprints: Wise social media usage for parents of early childhood students

Waspada jejak digital: Gerakan bijak penggunaan media sosial bagi orang tua siswa PAUD

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ABSTRACT

The COVID-19 pandemic has had a real impact on people's consumption patterns of social media which has increased by up to 40%. On the other hand, the use of social media leaves a digital footprint that cannot be erased. The students' parents of PAUD Soka Indah are the millennial generation who are very connected to their gadgets. Another problem is the lack of knowledge about the dangers of digital footprints as part of uncontrolled online activities and ignorance about the importance of managing digital privacy. Through the Information Communication and Education (IEC) Program, with the central theme of Wise social media, the team focused on the importance of being aware of digital footprints and how to ideally manage communication privacy in cyberspace. This Program uses the Participatory Rural Appraisal Model and aims to build awareness and understanding of being aware of digital footprints and the importance of managing privacy on social media. Previously, most participants were unfamiliar with digital footprints and rarely even paid attention to the terms and conditions of applications or social media. In addition, participants uploaded personal data several times on social media. After the team carried out the IEC program, the post-test results showed that all participants could explain the elements of digital footprints and distinguish between active and passive digital footprint categories. The following significant result is the follow-up on managing communication privacy on social media.

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1. INTRODUCTION

The COVID-19 pandemic has impacted people's social media consumption patterns, including in big cities in Indonesia. For Instagram, the usage rate has skyrocketed by around 40%. It can be seen from the activity of Instastory uploads, which are uploaded almost six times a day, followed by Instastory impressions, which increased by 21%. (Patardo, 2020). On the other hand, the exceptionally high use

of social media during the pandemic has also resulted in various polemics marked by the increasing intensity of the spread of hate speech and hoaxes, the theft of personal data, and changes in behavior that know no age (Junawan, 2020).

The same exists in the socio-technological environment making humans and technology today have a strong bond which is manifested in five interacting components, namely: (1) Community structure; (2) Information Technology and Systems; (3) Society and Culture; (4) Communication strategies; and (5) Social processes (Nasution, 2011). It is in line with what was expressed by Cahyono (2016), where the development of information and communication technology brought a significant change in traditional and modern society. For example, the emergence of social media has made people's behavior patterns in Indonesia experience a shift in culture, ethics, and existing norms. This shift can be interpreted from a positive and a negative side.

Social media users sometimes do not realize that every virtual activity leaves a digital imprint that cannot be erased. It has implications for the existence of the internet, which is likened to a double-edged knife that at any time can backfire for users if not used wisely. Some examples of negative impacts caused when individuals do not use them wisely include gadget addiction that exceeds tolerance limits, anti-social behavior, consumerism and hedonism, cyberbullying behavior to the spread of hoaxes and hate speech (Cahyono, 2016).

When an individual is 'online' in cyberspace, the internet user automatically has left a digital footprint. It is likened to the footprints that humans leave while walking. The digital footprint will reveal where internet users have been, how long they lived, and what they have been doing there. Through registration for online services, sending emails, downloading videos, or uploading photos, this information can be accessed, and the digital footprint of internet users can be revealed (Pranajaya, 2020).

Every social media has a track record containing information or a history of search results known as digital footprints. Digital footprints can be easily obtained from tracking based on search systems or searching online sources of information. In other words, social media is vital in searching for information integrated with search engine accounts such as Yahoo or Google (Sari, 2020).

The millennial generation is a generation that is developing along with the birth of new media in the form of digital technology and social media. Almost all millennials have social media accounts for various needs, such as searching for information, hobbies, and education. Such is the fact that the team found for the students' parents of PAUD Soka Indah are the target partners of the Program. PAUD Soka Indah is one of the PAUD located in the Sawangan area of Depok City.

Based on the documentation of the meeting between parents and PAUD administrators (Figure 1), it can be seen that the age range of the parents of the PAUD Soka Indah students is in the range of 25 to 35 years. Based on this age range, they fall into the millennial generation, who tend to depend on gadgets, especially during a pandemic like now. Based on observations and brief interviews with PAUD administrators, in every activity attended by young mothers who are parents of students, the majority look very active in using their devices. The mothers use their devices for various activities such as capturing moments through taking pictures and updating status on Whatsapp or other social media. The statements of several parents reinforced for questioning and confirmation.

For parents, playing with a smartphone or accessing social media is a part of everyday life (as seen in Figure 2). Even among these mothers, some people have more than one social media and actively share everything daily. Furthermore, millennial parents also often vent on social media. One of the students' parents revealed that social media is a primary entertainment place, considering that the pandemic complicates everything. On the one hand, individuals must think about ways to survive because the economy is affected. On the other hand, individuals must accompany children to learn.

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Figure 1. Student parents meeting – PAUD management team (before the COVID-19 pandemic)



Figure 2. Parents who are glued to a smartphone screen

For parents who have just had one child, the photos shared on social media are not far from photos of children. Parents must capture every moment of their child's growth and development on social media. When the team asked further about parents' perceptions of the uploads that have been made, the majority felt that it was still within a reasonable limit, so there was no need to worry about things in the future. Because for parents, social media is a source of comfort and existence today.

Looking at what the parents of the PAUD Soka Indah students said, it can be concluded that the target partners do not have sufficient provisions to carry out online activities, especially on social media. Mothers still do not understand the consideration of digital footprint and privacy management. The above is in line with the results of research by Fish (2013) which emphasizes the latent danger of all individual online activities, which are likened to self-published books because individuals tell and share them voluntarily. Fish added that the use of technology by millennials is more intense than expected. Based on Fish's emphasis, increasing digital footprint awareness is essential, especially among young users. (Surmelioglu & Seferoglu, 2019)

Privacy issues in the digital revolution have been of great concern to experts since the turn of the century. As Shilton (2009) states, privacy is the ability to understand, choose, and control what personal information each shares, including with whom and for how long. With the development of multifunctional handheld electronic devices and smartphones, protecting one's privacy has become a real challenge. According to the Privacy Rights Clearing House (2015), cell phones can reveal a lot about a person where any information stored by the user remains at risk of being hacked if proper precautions are not taken. Individual privacy rights are so necessary that people want to have great control over data that uniquely identifies them, their health, and their lifestyle (Malala, 2016).

Based on the description above, the team concludes that the target partners' knowledge about the dangers of digital footprints from various online activities, especially on social media, is still not well developed. In addition, the understanding of what is appropriate and inappropriate to share through social media is still relatively low. Including knowledge about managing privacy in the digital world, it is also felt that they tend to be minimal. Therefore, the team saw this phenomenon as attractive as a theme for community services activities.

Based on the results of the discussion by the proposer team with the management of PAUD Soka Indah and representatives of parents of students, the partner problems that will be resolved in this community service activity are focused on: (1) How to respond to the level of use of gadgets and social media among parents during the pandemic?; (2) How do build knowledge, attitudes, and behavior about the dangers of digital footprints as part of uncontrolled online activities?; (3) How do we build

understanding, attitude, and behavior toward the importance of privacy management in the digital world?.

The solution offered in this community service program is to provide an IEC program, namely Information Communication and Education. Having the theme of Wise Social Media, The IEC program wants to raise crucial points. The first point was the importance of being careful and alert to all digital footprints left by online activities. The second point was how to sort things that need to be conveyed through social media to manage communication privacy in the digital world.

This IEC program aims to build awareness and an understanding of vigilance regarding digital footprints and the importance of managing privacy when accessing social media among millennial parents. In addition, it is also to build understanding for the PAUD Soka Indah student parents to be more careful in every social media upload. Mainly digital footprints contain sensitive matters such as the security of their children’s data, hoaxes, and hate speech, as well as other matters that harm the future. In detail, the table below describes the solutions offered by the team.

Table 1. Offered solutions

Problems	Solutions	Description
The level of use of gadgets and social media among parents is increasing during the pandemic.	IEC Program: Wise Movement for social media with the theme "Healthy Social Media Consumption."	Partners' time allocation, initially used for social media, is shifted to family bonding to improve family quality.
Lack of knowledge about the dangers that lurk from digital footprints as part of uncontrolled online activities	IEC Program: Social Media Wise Movement with the theme "Be careful with digital footprints."	Partners become more careful in every social media upload, especially digital footprints containing sensitive matters such as the security of their children's data, hoaxes and hate speech and other things that harm the future.
Ignorance of the importance of privacy management in the digital world	IEC Program: Social media Wise Movement with the theme "Sort and Choose before uploading"	Partners can manage privacy in social media

This Program divided the achieved targets as the output of this into three stages. Firstly, start a discussion with partners to find out the real problems. The target from the discussion results is initial data related to the background of the problem that becomes a reference for the following activities. This activity aims to find out the partners’ needs so that what will be programmed is right on target. Secondly, organizing the Social Media Wise Movement. This activity has a central theme: the importance of being careful about all digital footprints left by online activities and sorting and choosing things that need to be conveyed through social media to manage privacy in the digital age. Thirdly, evaluation and monitoring activities to see the extent to which partners implement the material provided by the team. Based on the solutions above, this community services Program aims to build awareness and understanding of vigilance on digital footprints and the importance of managing privacy when accessing social media among millennial parents.

2. METHODS

The team grouped the implementation of the solution in the Program into three stages (1) Preparation Phase; (2) Implementation Phase; and finally (3) Monitoring & Evaluation Phase. In the first

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stage, the team coordinated by notifying the activities carried out to the management of the Soka Indah PAUD Post. Then, the team conveyed permission to the Soka Indah PAUD Post manager regarding the planned schedule of community service activities. After the licensing process, the team prepares science and technology to be applied to partners, namely IEC Wise Social Media. This process is carried out in tandem with the preparation of a detailed schedule of activities and the division of tasks among members of the implementation team consisting of lecturers across Study Programs and students.

The implementation phase contains several actions as follows. Firstly, socialization about the picture of community service activities that will be carried out to partners. Next, The Information and Educational Communication program in Wisdom in Social Media is given to partners with some material outlines. The outlines are about "Healthy Social Media Consumption," "Be careful with digital footprints," and "Sort and choose before uploading." Meanwhile, the assistance was carried out intensively since the IEC program education was completed for approximately two months. At the same time, the last stage was carried out in the form of mentoring. The mentoring was implemented in the process of implementing a wise movement using social media among student parents of Pos PAUD Soka Indah. Concerning digital footprints that have been carried out both consciously and unconsciously.

The approach used in implementing this community services activity is a participatory community empowerment method with the Participatory Rural Appraisal model, which focuses on community involvement in all stages of the activities (Lara et al., 2018; Usadolo & Caldwell, 2016). The stages of this PRA model include: (1) Identification and mapping of problems or needs and potentials that exist in partners and the environment individually; (2) Sharpening problems and setting priorities based on the results of joint discussions; (3) Identification of various alternative solutions to problems and developing ideas; (4) Involvement of partners in discussions to determine alternative solutions to problems that have been prioritized; (5) Selection of the most appropriate alternative solution to the problem; (6) Planning the implementation of ideas and presenting action plans for activities; (7) Implementation of organizing various resources; (8) Monitoring and supervising activities; and (9) Evaluation and follow-up plan.

Partner participation in program implementation is the subject of Community Service activities. In this case, the subject relates to all IEC activities' processes (Communication, Information, and Education), such as the introduction of digital footprints on social media to implement the wise movement with social media among parents. In this community service, the parents of the PAUD Soka Indah students' social media activities are also the team's focus.

Evaluation of program implementation and sustainability is carried out every time a problem faced by partners is successfully resolved. This form of evaluation includes two aspects. The first is measuring partners' cognitive and affective changes through a comparison of pre-test and post-test results to determine the effectiveness of the IEC program regarding the introduction of digital footprints on social media. Second, continuous monitoring and categorizing of social media activities as a form of measuring social media-wise behavior is carried out by Soka Indah PAUD parents.

3. RESULTS AND DISCUSSION

Results

Community service activities were carried out by the team offline at the PAUD Soka Indah Post on Saturday, June 19, 2021, to coincide with parents' day of taking report cards with strict health protocols. Each participant who comes must wear a mask, wash his hands first and then have his body temperature measured using a thermogenic. In addition, the location used during community services activities is also arranged in such a way with a certain distance to minimize physical contact between participants.

The participants who attended were also advised not to bring young children into the room for health, safety, and mutual comfort.

The management of PAUD Soka Indah also uses this community services activity moment as part of parenting which they regularly hold every semester. The number of participants who attended was 20 people, consisting of 15 students' parents and five administrators of PAUD Soka Indah. The community services activity begins with the distribution of pre-test sheets (Figure 3) to target partners to measure early childhood parents' initial knowledge, attitudes, and behavior. The pre-test for approximately 10-15 minutes contains the parents' identity, such as the age and number of early childhood children owned, and various questions about parents' ownership of social media. Important things are listed in the pre-test, among others: (1) What types of social media do individuals have; (2) The most used types of social media; (3) Time spent in accessing social media quantitatively and qualitatively; (4) Activities that are usually done when accessing social media; (5) Early knowledge of digital footprint; (6) Familiar terms related to the digital footprint; (7) Past posts on social media; (8) Terms and conditions when downloading applications and or accessing social media; (9) Attitudes and Behaviors showed when accessing social media.

After completing the pre-test, community services activities immediately continued to the main agenda: IEC (Communication, Information, and Education) related to digital footprints and Wise Movement for social media for partners. The Coordinator of PAUD Soka Indah, through her speech, expressed her appreciation to the team for the Program. She hopes that activities like this will continue to be carried out so that parents get the latest knowledge relevant to children's growth and development and digital literacy (Figure 4). The process of growth and development in early childhood is seen in physical, psychological, and cognitive growth. All aspects of growth require the participation of substantial parents.

In the material presented, the team asked some basic questions related to the quantitative and qualitative aspects of media ownership owned by early childhood parents. After that, the team introduced the unique facts of activities on social media that occurred during the COVID-19 pandemic. Furthermore, the team explained the core material (Figure 5) related to digital footprints, including: (1) What things are included in a digital footprint; (2) The definition of a digital footprint; (3) Types of digital footprints; (4) Reality negative footprints in social media along with examples and impacts; (5) How to control digital footprints; and (6) Various rules for wise social media. During the IEC activity, the participants' enthusiasm was very high, which is shown by the interactions built and the emergence of various questions about digital footprints and activities carried out on social media. IEC materials are presented in the print-out form, given the limited facilities available at partner locations.

After the IEC program is finished, participants must fill out a post-test sheet to measure the effectiveness of the activities that have been carried out (Figure 6). In this post-test, the knowledge and understanding of digital footprints measured more qualitative aspects of the participants. In addition, another essential point the post-test asked is about the attitudes and behavior of the target partners after receiving material on digital footprints and wise movements.

At the program's end, all participants expressed appreciation for the community services activities carried out by the team. The student parents of PAUD Soka Indah hope for the following Program concerning digital parenting in the future. So that parents can be more introspective in the use of social media, especially those related to early childhood, considering that the millennial generation is already auto-connected with technology. It is also supported by the administrator of PAUD Soka Indah, considering that currently, parents have a crucial role in the child's growth and development process, including facing the challenges of the current digital era.

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Figure 3. The process of filling out the pre-test sheet by parents of early childhood

Figure 4. Opening Speech by the Coordinator of the PAUD Soka Indah

Figure 5. The Process of the IEC Program

Figure 6. Filling in the Post-test by community services Participants

Discussion

The generation of millennial parents has an intense tendency to interact with the world of digital-based technology. Interaction with gadgets has become a part of daily activities. The use of this fast-paced technology has facilitated the various activities of this millennial generation. Usually, millennial parents are heavy users of social media because they have a relatively high intensity in the use of social media, which is about 4 hours per day (Ahmad & Nurhidaya, 2020).

Based on the pre-test results, it was found that all student parents (a total of 100%) had social media installed on their devices (Figure 7). It further strengthens that the millennial generation already has relatively high connectivity to technology and the internet, especially social media. Through the results of discussions during the Program, several students' parents of PAUD Soka Indah said they had social media for a long time, even before getting married and having children.

Based on Figure 8, there is a tendency for everyone to have more than one social media, and it is not uncommon for one person to have up to four or five types of social media at once. Moreover, the most widely owned and widely used social media by the students' parents of PAUD Soka Indah are Youtube, Facebook, and Instagram. It becomes relevant to the point, which was then asked in the pre-test by the team, where most students' parents of PAUD Soka Indah access social media for at least 4 hours every day. It can be seen in detail in Figure 9.

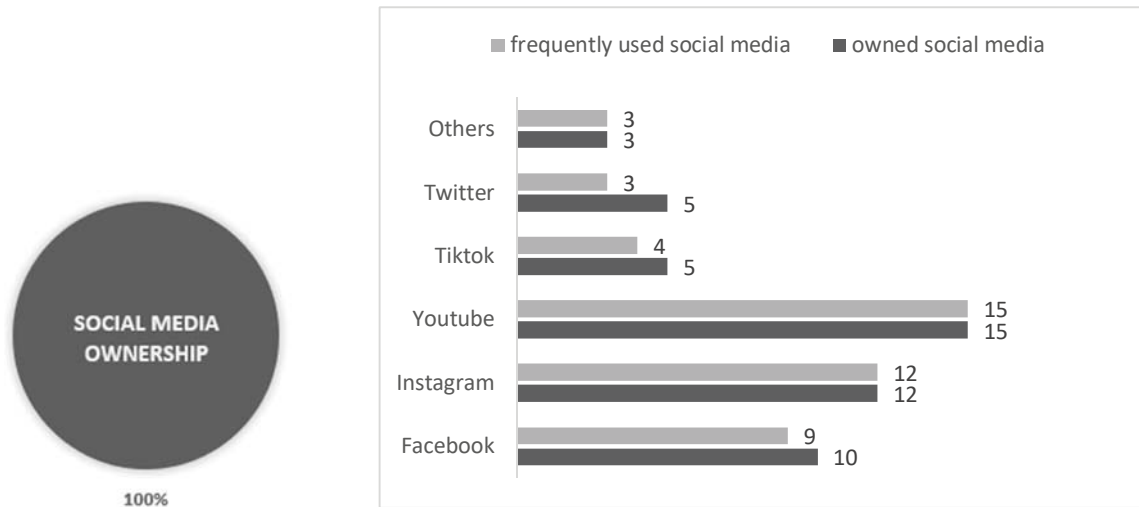


Figure 7. Social media ownership diagram
Figure 8. Diagram of owned social media vs frequently used social media

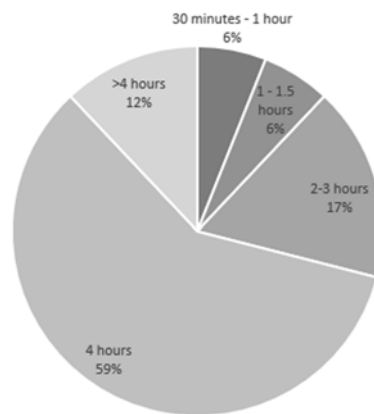


Figure 9. Time allocation to access social media

Furthermore, the most time consuming to access social media is in the morning when individuals wake up and have not started their activities. The other time is at night after people complete all their daily activities. There are various activities often student parents of PAUD Soka Indah do when accessing social media. For example, upload stories/snapgrams/ statuses and photos or captions in personal feeds. Furthermore, the student's parents also do some browsing other social media accounts (family, friends, artists, public figures) and give likes to other social media (family, friends, artists, public figures), commenting (family, friends, artists, public figures), reposting from other social media accounts (family, friends, artists, public figures), chat, video call, phone call. It is explained in detail in Figure 10.

Social media is a form of presence in the new media era where cyberspace changes society, often known as The Second Media Age (Ahmad & Nurhidaya, 2020). The basis of this new media emphasizes social interaction and social integration. Concerning the social interaction approach, new media tend to be more interactive, even to the point of creating an understanding of communication that is more personal. Meanwhile, on the social integration side, new media is no longer just a place to get information

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and interaction because it has become a ritual and a means to form a separate community into a group bond that has each other (Littlejohn & Foss, 2010). The use of social media in society has both positive and negative impacts, both in terms of psychological aspects and very direct or indirect implications for changes in attitudes, cognition, and behavior in people's daily lives. Therefore, millennial parents with early childhood need to have qualified digital literacy skills, considering that parents are role models and the first school for children. It is parents who accompany children in the whole process of child development.

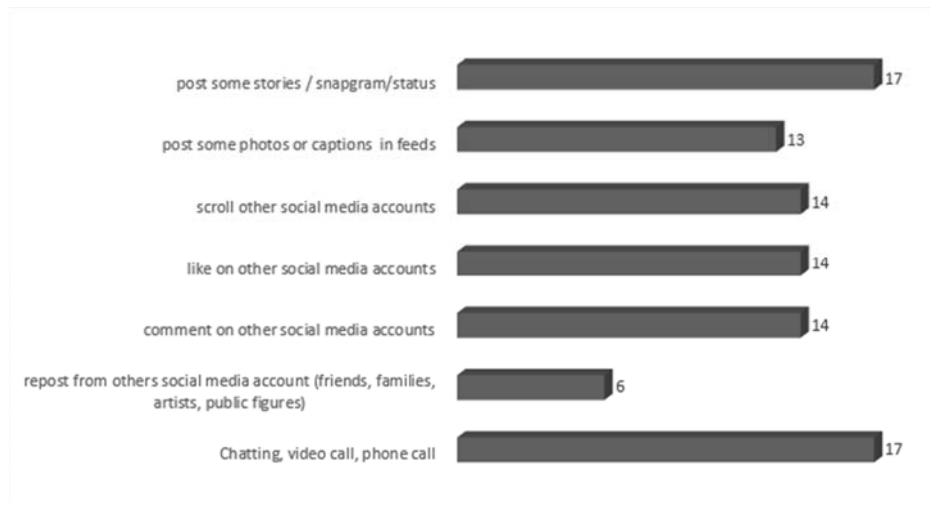


Figure 10. Activities when accessing social media

In the pre-test carried out, an interesting finding was obtained. Namely, the various activities carried out by the PAUD Soka Indah student parents were not accompanied by an awareness that all activities carried out were a form of digital footprint. The majority of parents are not familiar with the term digital footprint. In addition, the pre-test results also showed that parents of PAUD Soka Indah rarely read and paid attention to the terms and conditions when downloading applications or creating social media accounts. Several times, consciously or unconsciously, they have uploaded sensitive information such as personal data such as ID cards, driver's licenses, passports, PINs, and others on social media. Nevertheless, on the other hand, based on Figure 11, the students' parents of PAUD Soka Indah were amused and embarrassed. Some even wanted to delete them immediately if they found or reread their past social media uploads.

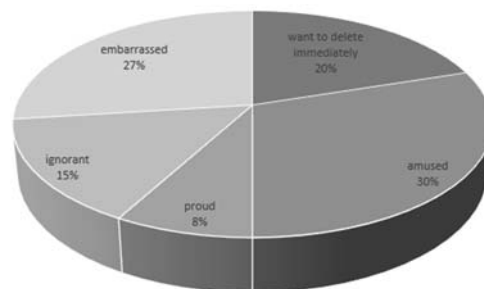


Figure 11. First impressions if finding or rereading past social media posts

In practice in cyberspace, the relationship between users and social media does not stop only with the role of information contributors. However, producing and reproducing information coincide (Prajarto, 2017). Understanding the digital footprint and how to use social media wisely can be an entry point in shaping the digital resilience of society, especially among the elderly. Each individual's social media has a track record that contains information or a history of search results known as digital footprints. Digital footprints can be easily obtained from tracking based on search systems or searching online sources of information. In other words, social media is vital in searching for information integrated with search engine accounts such as Yahoo or Google (Sari, 2020). The real impact of the very high use of social media during the COVID-19 pandemic has also triggered various polemics marked by the spread of hate speech and hoaxes, theft of privacy data, and changes in behavior that know no age (Junawan, 2020).

In addition, implementing Communication Privacy Management (CPM) is crucial and can be used as part of wise social media practices. Based on the Communication Privacy Management (CPM) theory developed by Sandra Petronio, this theory aims to explain how a person makes decisions by disclosing or concealing personal information from himself. This CPM theory explains that each individual tries to manage and coordinate various limits of information about himself to be shared with others. The decision-making process requires both negotiation and coordination when it comes to disclosing or retaining personal information.

Social media users very much need communication privacy management, including parents, who must consider five fundamental aspects: (1) Private information, which refers to messages from the self-disclosure process; (2) Personal boundaries, which are an affirmation of sharp boundaries between private and public matters; (3) Control and Ownership means that individuals as owners of personal information have full rights to manage whether the information will be stored or shared with others. Furthermore, CPM theory also asserts that individuals have the primary control to determine who may access information; (4) Rule-Based Management System, consisting of the characteristics of private rules, coordination limits, and turbulence limits; (5) Management Dialectics, this assumption focuses on the tension within a person between the desire to disclose private information and the desire to conceal it. (Junior, 2021).

Based on the post-test results that have been carried out, all participants can explain digital trace elements in the form of archives, data, history, or profiles of digital actors that can be searched or shared. It did not stop there; the students' parents of PAUD Soka Indah could also explain and differentiate the categories of digital footprints (both active and passive digital footprints). Furthermore, each participant can provide a concrete example of a passive digital footprint, which is data left by the user without realizing it, and an active digital trail, which is data intentionally created or left by users in cyberspace. For instance, participants mentioned using Google Maps to find locations as part of a passive digital footprint. While uploading photos or stories on Instagram, giving comments or likes on other people's account uploads, and having conversations such as sending DMs or chatting to each other were part of the digital footprint. Active.

A significant result of this community service is the increased understanding of the target partners regarding the negative digital footprint that the participants must minimize. The harmful footprints are diverse, from hate speech, excessive self-disclosure, fake news or hoaxes, abusive comments, inappropriate content, pornography, cyberbullying, and so on. Participants become aware and understand that various activities carried out in cyberspace today have impacts and consequences in the future, such as hacking of personal data in the form of data misuse or banking theft, material for defamation, to the potential to hinder the future.

After listening to IEC conducted by the team, the participants understood that whether they realize it or not, they will leave a digital footprint every time they access the internet. With an understanding of the potential negative impacts of a digital footprint, participants felt it was essential to follow up by

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starting to read and pay close attention to the terms and conditions when downloading applications or creating social media accounts on their devices. Student parents of PAUD Soka Indah are also starting to pay attention to what things are appropriate and appropriate to be accessed and uploaded on social media. It included avoiding uploading sensitive personal data such as ID cards, driver's licenses, passports, or excessive child data to their social media.

After the IEC activity ended, the team mentored and monitored the participants' social media accounts. This activity is part of the follow-up to the sustainability of community services activities. This community services Program material is also converted into an Audio Visual form so that participants and the general public can access it at any time.

4. CONCLUSION AND RECOMMENDATIONS

The Community Service Program in the form of Educational Information Communication (IEC) "Be careful with Digital Footprint: Wise Social Media Usage with the target of Students Parents PAUD is quite effective and gets appreciation from the participants who attend. However, it is carried out with a limited face-to-face method with strict health protocols. Based on the results of the pre-test, post-test, and mentoring measurements, participants understand that they consciously or unconsciously have left a digital footprint when accessing various things in cyberspace, including social media. Armed with this and strengthened by an understanding of the potential negative impacts of a digital footprint, participants felt it was essential to follow up. The follow-up participants did start reading and paying close attention to the terms and conditions when downloading applications or creating social media accounts on their devices. In addition, participants also began to pay attention to what things are appropriate and appropriate to be accessed and uploaded on social media. Based on the results of monitoring carried out by the team, participants also reduced the uploading of sensitive things such as excessive personal data and children's data into social media.

This community services program needs to be re-done as advanced IEC to provide parents with intense education. Parents have an active and strategic role in transmitting good habits to children. In addition, considering the participants' enthusiasm, the range of targets can be expanded so that they can reach a broader range of millennial parents, not only in big cities. It is better if the Program can be followed up in collaboration with other partners, such as HIMPAUDI or the Association of Parents of Early Childhood Students, so that they can find out the broader response to implementing a community service program has been carried out

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