

## ***The phenomenon of gadget usage on children in underdeveloped village***

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Today, sophisticated digital media not only color the lives of children in the city but also has infiltrated rural children, even in Temajuk village, a village bordering Malaysia, which is not only isolated but still considered to be underdeveloped. Unfortunately, when seeing small children (around elementary school age) in the village of Temajuk, who are so cool to play and look proud to carry their cell phones throughout the day, where at the same time they should be at school. The increasing number of school dropouts in this village, related to the emergence of gadgets (smart phones with advanced features and new), this according to one informant. This phenomenon is very interesting as well as raises a variety of concerns, which researchers summarize in the research objectives, which is to find how the actual role of parents and teachers of the village and how the use and meaning of these gadgets for the children of disadvantaged villages, especially in the village Temajuk.

This study uses a qualitative-descriptive approach because researchers will explore some informants, namely parents and teachers who are associated with the problems of their children who are addicted to digital media, especially those sophisticated mobile phones. Researchers use authenticity as a technique of data validity, by providing an opportunity for informants to tell stories according to their daily experience.

The results of this study are expected to discover how real gadget usage and how they interpret the gadget and how parents and teachers communicate and educate their children in the face of the onslaught of digital media in their village.

**Keywords:** Gadget usage, children, remote area.