

Media Online Use amongst Early Childhood: What Do They Seek?

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Abstract

Online media has become the part of our daily life. Moreover, supported with the use of smartphones that has made us access the internet easier, wherever and whenever we are. In a family environment, an early age children also use smartphones and access online media even though they don't have the smartphone and the account themselves. However, because of family members are using smartphones that are accessible by the internet, the children tried to use it too. Yet, what are they looking for and devise are they using? This study aims to describe the use of online media in early childhood.

Researchers used several concepts that are relevant to this research, among them is the concept of the use of media, new media, online media characteristics, and characteristics of early age children.

This study used a qualitative approach. Type of descriptive exploratory. Based on the reality encountered, this study used the phenomenological method. Primary data from observations and interviews. The observations were made to a number of children of early age in their daily use of online media. While the interview was conducted with their parents as an explanation of the use of online media among their children. Mechanical validity of data used triangulation methods that try to compare the results of observational research with interviews that have been made to each of the parents of early age children.

The result of this study is expected to provide an overview of the use of online media among early age children. Furthermore, this research can contribute, especially to online media content providers to create applications that are useful and can support the needs of early age children in their learning process. In addition, it is also to advise the parents to better assist their children to access online media content in order to adapt to the needs of their children.

Keywords: media online, early childhood, media use