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## **Digital Parenting Strategies to Develop 7 Kebiasaan Anak Indonesia Hebat**

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### **Abstract**

The rapid advancement of digital technology has presented both opportunities and challenges for the cultivation of Indonesia's Golden Generation 2045. Among the key strategies introduced by the government is the “Seven Habits of Great Indonesian Children” (7KAIH), which aims to strengthen children's discipline, character, and resilience through routines such as waking up early, praying, exercising, eating healthy, studying diligently, engaging in society, and sleeping early. However, the strong influence of digital culture often disrupts the consistency of these habits. This study examines the role of digital parenting as a strategic approach to optimize the implementation of 7KAIH within families. Employing a qualitative conceptual development design, the research analyzed primary sources, namely the official 7KAIH parental guidebook, complemented with secondary literature on digital parenting. Content analysis was applied to identify gaps and propose digital parenting strategies that integrate technological tools with children's daily routines. Findings indicate that digital parenting provides effective solutions, such as screen time management to support sleep, digital learning platforms to nurture study habits, prayer reminder applications to reinforce spirituality, and family-oriented digital challenges to encourage exercise. Parents play pivotal roles as role models, regulators, facilitators, and motivators in directing children's digital experiences toward positive growth. The study concludes that integrating digital parenting with the seven habits not only protects children from the harmful effects of technology but also fosters constructive digital engagement that enhances their physical, mental, social, and spiritual development. This conceptual framework offers a practical reference for parents and contributes to policy recommendations supporting character education in the digital era.

**Keywords:** *Digital parenting, 7KAIH, Character, Indonesia, Technology*

## INTRODUCTION

The Indonesian government, through the Ministry of Primary and Secondary Education (Kemendikdasmen), has identified various obstacles that could potentially threaten the realization of Indonesia's Golden Generation 2045. These obstacles include the rapid development of technology that has triggered the birth of an instant generation, the decline in student character, the rise of violence in education, the weakening of local cultural understanding, and physical and psychological health issues such as obesity, gadget addiction, online gambling, pornography, and drugs. The government has responded to these challenges by formulating strategic solutions in the form of emphasizing the importance of Indonesian children growing up physically, mentally, and spiritually healthy; intelligent and creative; and caring and socially responsible. This solution is implemented through the 7 Habits of Great Indonesian Children Movement (GiatTKAIH), namely waking up early, praying, exercising, eating healthy and nutritious food, loving learning, being social, and going to bed early. This implementation can be effective when the Four Centers of Education, namely schools, families, communities, and the media have collaborated well.

This study specifically highlights the role of families in optimizing GiatTKAIH through digital parenting strategies. The implementation of each daily habit, including the role of parents or guardians in guiding children, is discussed. This is fully explained in the *Seven Habits of Great Indonesian Children Movement Guide for Parents*. However, the book's description does not fully consider the dynamics of digital technology development, even though children today live in a space that cannot be separated from the digital world. The ingrained digital technology in everyday life makes the role of parents increasingly crucial in guiding children's online experiences (Banić & Orehovački, 2024). Children in the digital era have been greatly influenced by various digital elements, such as social media, which often erode their time, character, and innovative capacity (Nirwana & Muthoifin, 2024). Therefore, the integration of digital parenting plays a significant role in optimizing the implementation of the seven habits of great Indonesian children.

Digital parenting is understood as a parenting style that sets clear boundaries regarding what children can and cannot do when using digital devices. The role of parents includes a controlling function (Rodhiya, 2020), namely maximizing the benefits while minimizing the potential risks of children's interactions with digital media (Choy et al., 2024). Parents also play a guiding role, tasked with guiding children to use digital devices wisely so that their use can provide maximum benefits for children while minimizing negative impacts. However, parents must first provide good role models

regarding this, so that children, as "superior imitators," can naturally imitate the positive activities carried out with digital devices by their parents (Toran et al., 2024) .

Based on this description, this article aims to analyze digital parenting strategies in optimizing the formation of the 7 Habits of Great Indonesian Children through the role of the family. As a preliminary study, this study shows that through digital parenting, children are not only protected from the negative impacts of technology but are also able to utilize it in a healthy and productive way to build character and competitiveness towards a Golden Generation with strong character. In the context of the increasingly rapid development of digital technology, educational programs and policies that increase parental digital awareness will be crucial. These efforts are expected to support the development of healthier digital habits in children and serve as a valuable guide for families in building constructive relationships with the digital environment (Yildirim et al., 2025) .

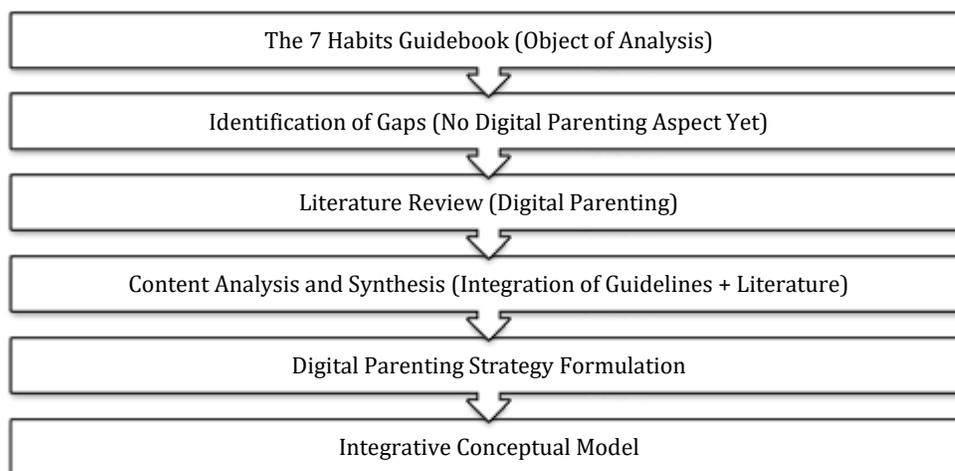
## **Research methods**

This study employed a qualitative approach with conceptual development research. Its primary focus was to address gaps in the " *Seven Habits of Great Indonesian Children for Parents* " (*Guidebook for Parents*), which did not address digital parenting. Therefore, the guidebook served as the primary data source, while secondary sources included journal articles, books, and research reports related to digital parenting. Data collection was conducted through literature review and document analysis, enabling researchers to identify gaps that could be supplemented with a digital parenting framework for each habit.

Data analysis was conducted using content analysis techniques *aimed* at identifying, categorizing, and synthesizing new ideas. Based on *the Seven Habits of Great Indonesian Children*, which are the focus of this study, researchers examined forms of parental guidance and then mapped relevant digital parenting strategies, such as the use of *screen time control* for early bedtime habits, digital learning applications to support a love of learning, or prayer reminder applications to strengthen children's spiritual discipline. The validity of the findings was maintained through literature triangulation and testing the logical consistency between the proposed digital parenting strategies and the objectives of the Seven Habits of Great Indonesian Children Movement. The final result is a conceptual model of digital parenting that can enrich official guidelines

and provide practical references for parents in accompanying their children in the digital era.

**Figure 1.** Digital Parenting Analysis Flowchart on 7 Habits of Great Kids (for Parents)



## Research Results and Discussion

Digital parenting strategies play a key role in shaping the seven habits of Great Indonesian Children in the digital age. Changing patterns of children's interactions with technology require a protective and transformative approach to maintain good habits. Mothers play a key role as behavioral models, digital boundary setters, and facilitators of access to learning resources and healthy activities. Consistent family rules, along with the use of technical tools such as parental controls and smart alarms, help establish stable routines. Similarly, fathers serve as role models who consistently instill discipline in technology use, for example by demonstrating healthy habits in managing screen time. Fathers also serve as supervisors and motivators, guiding children in using digital devices to reinforce positive habits such as studying, exercising, and praying.

Digital parenting strategies can be used to help improve the implementation of *the Seven Habits of Great Indonesian Children Movement*. Specifically, these strategies can be applied to each habit, as follows:

### 1. Up early

The habit of waking up early is often hampered by children's tendency to use gadgets late into the night. Many children prefer playing *games*, watching

videos, or surfing social media, significantly reducing their sleep time. Lack of sleep makes it difficult for children to wake up on time, lose motivation, and even cause them to be late for school. This situation affects their concentration and readiness for academic activities. This situation requires parents to be more disciplined in managing their children's sleep patterns (Rini & Masduki, 2020) .

Waking up early is a fundamental habit that fosters discipline, independence, and responsibility from an early age. Children who habitually wake up early have more time to prepare for school, pray, or help with simple household chores. This routine also impacts health by ensuring the body receives adequate rest cycles. Children who wake up early are more productive and perform better academically than those who are often late. This habit also fosters a disciplined character that will benefit a child throughout their life, both now and in the future (Oh et al., 2022) .

Digital parenting offers solutions through managing *screen time*, utilizing *sleep tracker* apps, and consistently using digital alarms. Parents can agree on bedtimes with their children and model healthy sleep patterns by turning off devices early. Technology is not used to restrict children strictly, but rather as a tool to help them maintain a more regular routine. Another strategy is implementing a device-free zone in the bedroom so children can focus more on rest. Consistency and parental role models are key factors in the success of digital parenting strategies in establishing the habit of waking up early.

## 2. Worship

Worship habits are often disrupted by children's intense interest in digital entertainment. Many children postpone prayer or other religious activities in favor of playing with their gadgets. This distraction has the potential to reduce consistency in worship and weaken spiritual awareness. Children who habitually neglect worship will lose the self-discipline and moral values that should be instilled from childhood. Research by Purwanto & Khoiri (2016) even found that 91% of respondents reported a decrease in religious activity due to gadget use.

Worship activities play a crucial role in developing a child's religious, moral, and spiritual character. Children who consistently worship more easily develop inner peace and gratitude. This habit also teaches time management and provides a positive direction in life. Regular worship encourages the development of emotionally and spiritually resilient children. The values

learned through worship will form a stronger foundation for their personality (Rachmad et al., 2023) .

Digital parenting supports strengthening religious habits through prayer reminder apps, online study channels, or children's prayer content. Parents can select apps and use them as a fun and educational tool for religious education. This strategy also involves instilling the habit of stopping device use when prayer times arrive. Parents' role models in prioritizing worship over technology are key to success. Thus, digital parenting plays a role in transforming technology into a tool for strengthening children's spirituality.

### **3. Exercising**

Children's interest in physical activity is declining due to increased screen time. Many children prefer smartphone activities to active outdoor activities (Aroyandini et al., 2021) . If this pattern persists over the long term, it will certainly lead to health risks such as obesity, weakened immune systems, and postural issues. Children who lack movement and exercise often experience decreased concentration and enthusiasm for learning.

Exercise is important for supporting children's physical growth, mental health, and motor development. Children who regularly exercise have better stamina and higher levels of concentration. This habit also fosters teamwork, sportsmanship, and discipline. Physical activity has been shown to aid brain development in children, thereby enhancing cognitive abilities. Long-term benefits of exercise include disease prevention and the development of a healthy lifestyle (Harta, 2019) .

Digital parenting can be used to increase children's interest in exercise through sports apps, online exercise tutorials, or *wearable devices* that monitor physical activity. Parents can make exercise a family activity, such as a step competition using a step counter app. This strategy makes exercise fun while integrating it with technology that children enjoy. Implementing digital-based family challenges has been shown to increase children's motivation to be more active. A consistent approach can enable technology to be used as a driver of children's physical activity.

### **4. Healthy and Nutritious Eating**

Healthy eating habits are often hampered by the proliferation of fast food advertisements on digital media. Children are easily influenced by promotions for instant foods that appear appealing but contain minimal nutrition. Poor eating habits increase the risk of malnutrition, obesity, or

metabolic disease from an early age. Many children end up choosing packaged snacks over fruits and vegetables. This situation highlights the need for close parental supervision (Banstola et al., 2024) .

Nutritious food plays a vital role in physical growth, brain development, and long-term health. Children who are accustomed to eating healthy foods will have more energy, focus, and fewer illnesses. Early nutritional awareness also enables children to be more critical in their food choices. This habit provides a strong foundation for a lifelong healthy lifestyle. Instilling healthy eating habits means preparing a stronger and more intelligent generation. (Banstola et al., 2024; Ramayulis, 2013) .

Digital parenting plays a role through digital ad filtering, the use of healthy recipe apps, and child-friendly *food trackers* . Parents can involve their children in planning healthy menus through interactive apps, making learning about nutrition fun. Another strategy is discussing the dangers of consuming instant foods depicted in digital advertisements. Parental guidance ensures that children not only understand nutrition theory but also practice it daily. Technology, with proper supervision, can be an effective partner in nutrition education.

## 5. Love to Learn

Children's interest in learning often wanes due to the dominance of digital entertainment such as online games, social media, and short videos. Time that should be spent reading or doing schoolwork shifts to recreational digital activities. This situation lowers motivation, impairs academic performance, and makes it difficult for children to focus. Many cases show that children memorize entertainment content more than they memorize course material. This situation highlights the need for specific strategies to rekindle their enthusiasm for learning amidst the rapid digital flow (Aroyandini & Aloysius, 2021) .

A love of learning is a key asset in building an intelligent, critical, and innovative generation. Children who are accustomed to consistent learning are more resilient to academic challenges and better prepared to face the demands of the 21st century. A strong sense of curiosity drives children to explore new knowledge and hone higher-order thinking skills. Regular learning activities also strengthen reading, writing, and discussion habits. These strengths contribute significantly to the quality of national education (Joyce & Weil, 2003) .

Digital parenting supports learning habits by guiding children in accessing e-learning platforms, interactive quiz apps, and educational video channels. Parents can create a digital learning schedule that balances digital learning with entertainment activities. Another strategy is to accompany children when working on technology-based projects, such as simple science experiments with online guidance. Parental involvement ensures children don't get caught up in less-than-useful content. Using technology with proper supervision makes learning both enjoyable and meaningful.

## **6. Socializing**

Children's social interactions are often replaced by more individualized digital activities. Many children are more comfortable communicating through social media than interacting directly with peers. This situation gives rise to problems such as low empathy, declining offline communication skills, and an increased risk of cyberbullying. Children are also often isolated from real life due to their preoccupation with virtual communities. This issue highlights the importance of parental guidance in maintaining a balance in children's social interactions (Yohanna, 2020) .

Social habits support the growth of solidarity, mutual cooperation, and tolerance. Children who actively interact with their real-world environments learn to understand differences and appreciate diversity. Social activities develop leadership, communication, and cooperation skills. Participation in community activities also strengthens a sense of belonging to the community. A generation accustomed to social interaction from an early age will grow into caring and responsible individuals (Liu & Xu, 2024) .

Digital parenting plays a role by guiding children in healthy social media use and teaching them digital communication ethics. Parents can encourage their children to document real-life social activities and then share them on digital platforms as a means of sharing positive inspiration. This strategy helps children see that technology can be a medium for strengthening social interactions, not a substitute for real life. Parents can also monitor online activity to prevent exposure to negative behavior. The synergy between offline and online activities allows children to build a more balanced social network.

## **7. Sleep Fast**

The habit of going to bed early is becoming increasingly difficult to maintain as children become accustomed to using gadgets late into the night.

Exposure to blue light from device screens disrupts the hormone melatonin, which regulates sleep cycles. Lack of sleep reduces concentration, affects mood, and reduces children's readiness for learning the next day. Many children end up exhibiting fatigue, impatience, and even decreased academic motivation. Various diseases, such as obesity, headaches, and impaired brain function, are also risks associated with sleep deprivation and gadget addiction (Tengkue et al., 2024).

Getting enough sleep is crucial for a child's physical growth, brain development, and emotional health. Children who get enough sleep have better memories, stronger immune systems, and more stable emotions. Healthy sleep habits also foster discipline and readiness for daily activities. Good sleep quality is directly linked to a child's academic achievement and mental health. A generation accustomed to sleeping on time has a greater chance of growing into productive individuals (Schlieber & Han, 2021).

Digital parenting offers a solution by setting time limits on device use through *screen time features* and night mode. Parents can create family rules, such as a "device-free zone" in the bedroom. Another strategy is to keep devices in a shared space to discourage children from using them secretly. Parents who also practice healthy sleep patterns will reinforce these habits. With consistency, children learn that technology should support health, not harm it.

## **Conclusion**

The formation of TKAIH faces significant challenges in the digital age due to children's excessive exposure to devices. This phenomenon causes problems ranging from difficulty waking up in the morning, neglecting religious practices, decreased interest in exercise, unhealthy eating patterns, weakened enthusiasm for learning, limited real-life social interactions, and sleep disorders. This situation shows that unsupervised technology use has the potential to hinder the development of positive habits in children. TKAIH activities are an important pillar for strengthening children's character, health, and intelligence. These habits not only foster self-discipline but also instill moral values, social skills, and readiness to face global challenges. A generation that grows up with good habits is more likely to become superior individuals who are resilient, productive, and competitive.

The role of digital parenting is highly strategic because technology cannot be avoided; it must be guided to support positive habits. Parents serve as supervisors, facilitators, role models, and motivators, guiding children in healthy technology use. Digital parenting strategies include managing screen time, filtering content, utilizing educational apps, and implementing device-free zones. Parental example and consistency ensure technology is not a threat, but rather a tool that strengthens the development of 7KAIH.

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