The Representation of Parenting Based on Sharenting (Semiotic Analysis of Roland Barthes on The Tiktok Account @Idawida)

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Abstract

The development of digital technology has made the practice of sharenting popular among the public, including public figures and ordinary people. This phenomenon occurs because the ease and sophistication of technology allow them to quickly and easily share information. Sharenting refers to the act of sharing information about children on social media. This research aims to analyze the representation of sharenting-based parenting on the TikTok account @Idawida, which is the caregiver of celebrity child Gala Sky. In this study, Stuart Hall's theory of representation is used to understand the social and symbolic meanings in sharenting representations, while Roland Barthes' semiotic analysis method is used to analyze @Idawida's content for the past 6 months. The results of the analysis show that sharenting representations include video content of Idawida's interactions with Gala Sky, as well as elements such as captions, viewers, likes, and top comments. Connotations involve symbolic and social meanings, such as intimacy, harmony, popularity, and positive perceptions of Gala Sky by followers. However, there are also negative myths, such as unawareness about sharenting and unconscious exploitation. Additionally, the ideology found is the exploitation of Gala Sky's popularity for financial gain. Therefore, the recommendations from this research are to increase TikTok users' awareness of the implications of sharenting and develop policies that protect the privacy and interests of children on social media.

Keywords:

Representation, Parenting, Sharenting, TikTok, Semiotics

INTRODUCTION

Sharenting practice is currently a widespread phenomenon among parents and caregivers, especially through social media platforms like TikTok (Firdaus & Utami, 2023). Sharenting is the practice of sharing information, photos, and videos about children on social media platforms with the aim of sharing important and joyful moments in a child's life with family and friends. However, this practice also carries significant risks and negative impacts on children and society (Palupi & Irawan, 2020).

Several factors and motivations underlie the occurrence of sharenting, including the influence of social media platforms like TikTok. Parents often share photos and videos of their children on TikTok to gain support and attention from social media users (Dwiarsianti, 2022). These videos can showcase a child's everyday activities, along with captions that provide information about the child's identity. Support from social media users can manifest through comments, likes, and shares, enhancing engagement on the parents' or caregivers' TikTok accounts (Santiyuda et al., 2023).

However, sharenting also carries risks, such as threatening a child's privacy and safety, fostering social media addiction, and enabling the misuse of a child's personal information. Children who experience sharenting become vulnerable and powerless victims of exploitation, harassment, and cyberbullying. Additionally, sharenting can jeopardize a child's future privacy and reputation and disrupt family relationships (Firdaus & Utami, 2023).

To protect children's privacy rights and prevent the misuse of their personal information, there is a need for laws or policies regulating sharenting (Dwiarsianti, 2022). Some countries like France, the Netherlands, and the UK have implemented laws related to sharenting. These laws require the child's consent before posting photos or videos that could identify the child's personal data on social media (Palupi & Irawan, 2020). However, in Indonesia, there is currently no specific law governing sharenting (Sespiani, 2022). Nevertheless, the Ministry of Women's Empowerment and Child Protection (Kemen PPPA) has cautioned parents to be cautious when sharing information about their children on social media (Saputri, 2023).

For instance, on the TikTok platform, there is an account @Idawida suspected of engaging in sharenting by uploading video content featuring celebrity child Gala Sky. This account leverages TikTok engagement to bolster popularity and secure endorsement offers. In analyzing this phenomenon, Stuart Hall's representation theory can be used to understand how the representation of sharenting on TikTok is formed and its role in shaping our understanding and perception of child-rearing practices (Manesah, 2016). Subsequently, Roland Barthes' semiotics can be employed to analyze each element of denotation, connotation, and myths present in the TikTok video content of @Idawida. Denotation explains the literal meaning of the information in the video, connotation elucidates interpretive meanings that arise, and myths unravel the hidden

ideologies and motives behind the sharenting practice, influenced by social and cultural factors (Gunawan & Junaidi, 2020). It is crucial for parents and caregivers to consider the consequences of sharenting and ensure that this practice does not harm their children in the future. Additionally, the government and society need to raise awareness about the dangers of sharenting and protect children's online privacy to avoid negative impacts in the future (Hasanah & Ermawati, 2022).

Based on the above exposition, the researcher formulates a research with the title "The Representation of Parenting Based on Sharenting (Semiotic Analysis of Roland Barthes on the TikTok Account @IDAWIDA)". The expected outcome of this research is to provide valuable information and recommendations for parents and caregivers on how to appropriately share information about children on social media. Furthermore, it aims to raise awareness within the community regarding the negative impacts of sharenting practices.

LITERATURE REVIEW

Parenting

Parenting is the process of caring for, nurturing, and guiding children carried out by adults to help them grow and develop physically, psychologically, and socially. The concept of parenting involves various factors, such as parenting styles, parent-child interactions, parental involvement in a child's life, as well as the social and cultural environment surrounding the child (Purnama & Hidayati, 2020). Parenting styles refer to how parents raise and educate their children, including the rules, values, and actions they apply in child-rearing. Parenting styles can be categorized into four types: authoritarian parenting, permissive parenting, authoritative parenting, and neglectful parenting. Parent-child interactions encompass various aspects, such as communication, emotional support, material support, and parental attention to a child's needs (Rakhmawati, 2015).

Parental involvement in a child's life includes parental participation in a child's activities, support in education and academic achievements, as well as involvement in the development of a child's social and interpersonal skills. The social and cultural environment surrounding the child also influences parenting, such as culture, values, social norms, and support from the family and community (Rachmawati, 2020). The concept of parenting also includes child development theories, which refer to the changes and growth experienced by a child in various aspects such as physical, emotional, cognitive, and social (Ayun, 2017). Child development theories assist parents and caregivers in understanding and supporting a child's development optimally. With a good understanding of the concept of parenting, parents and caregivers can exert a positive influence in helping children grow and develop healthily and optimally (F. Utami, 2021).

Sharenting Practice

Sharenting is a practice where parents share information, pictures, and videos of their children on social media. This term is a combination of the words "share" and "parenting." In the practice of sharenting, parents choose to share moments of their children's happiness, achievements, and experiences with others through various social media platforms (Palupi & Irawan, 2020). Some reasons parents engage in sharenting include the desire to share their children's joyful moments with family and friends and to showcase their children's accomplishments. However, sharenting also comes with risks, such as compromising a child's privacy and having long-term impacts on the parent-child relationship (Saputri, 2023).

One of the risks of sharenting is the loss of a child's privacy. Parents often fail to realize that by sharing information about their children on social media (Utomo, 2022), they may reveal details that should be a child's right to privacy. This can open the door to potential predators or irresponsible individuals who might exploit the shared information for malicious purposes. Additionally, sharenting can have long-term effects on the relationship between parents and children. In some cases, a child might feel burdened or uncomfortable with the information or images their parents share about them on social media (Sespiani, 2022). Furthermore, the representation of sharenting can also influence the parent-child relationship. If parents do not respect a child's privacy, the child may feel undervalued and lose self-confidence (Saputri, 2023).

When engaging in sharenting, parents need to consider several factors, such as obtaining their child's permission before sharing photos or videos, respecting the child's privacy, and evaluating whether the information or images shared will have a positive or negative impact on the child and the family. Therefore, it is crucial for parents to weigh the positive and negative aspects of sharenting and practice it wisely. Overall, sharenting can have complex effects on the parent-child relationship and how others perceive the child and the family. Therefore, it is important for parents to consider carefully when deciding to share information or images of their children on social media.

TikTok Platform

TikTok is a popular video-based social media platform that allows users to create, edit, and share short videos. It is designed for users aged 13 and above and has become one of the most widely used social media platforms worldwide (Fanaqi, 2021). TikTok enables users to explore various video genres, such as dancing, comedy, music, lip-syncing, and more. TikTok was initially launched in China in 2016 under the name Douyin and was later introduced globally in 2018 as TikTok. It was developed by the Chinese company ByteDance and has garnered over 2 billion downloads worldwide (A. D. V. Utami, 2021). TikTok's primary feature is short videos that can be edited with various filters, effects, and available songs. Users can record videos directly within

the app or upload videos from their phones. TikTok also features a Discover section where users can browse popular videos and discover new content based on their preferences (Akademi Komunikasi BSI Jakarta, 2018).

In terms of technological development, several studies have been conducted to understand TikTok's algorithm and how it influences user behavior. Research conducted in China by (Y. Fan et al., 2021) evaluated factors affecting the success of TikTok content. This research showed that the TikTok algorithm considers factors such as user interactions, exposure time, and content relevance to user interests. TikTok also includes safety and privacy features to protect users from inappropriate or unsafe content (Bulele & Wibowo, 2020). TikTok uses automatic filters to prevent inappropriate content and allows users to report content they deem inappropriate or in violation of copyright (Fanaqi, 2021). TikTok, as a video-based social media platform, offers several features that provide information related to uploaded videos. These features include the content of the video, the addition of captions, information about the number of viewers and likes, and pinned comments that highlight top comments based on their likes and responses (Fanaqi, 2021). These features briefly explained are as follows:

1. Video Content : TikTok allows users to create and share a wide variety of creative content. Users can record short videos showcasing different aspects, such as dance, lip-sync, comedy, tutorials, and more. The content reflects users' creativity and expression (Bulele & Wibowo, 2020).

2. Caption : TikTok enables users to add text captions to their videos. Captions serve as descriptions, additional information, or messages users wish to convey. Adding captions helps users provide context, describe the story, or convey specific messages to the audience (Adawiyah, 2020).

3. Information on Viewers and Likes : TikTok displays information about the number of viewers (audience) and likes (favorites) received by each video. The number of viewers reflects how many people have watched the video, while the number of likes indicates how much TikTok users appreciate the shared sharenting content (A. D. V. Utami, 2021).

4. Pinned Comments Highlighting Top Comments : A pinned comment is a selected comment placed at the top of the comments section as the primary highlight. Typically, the pinned comment is a top comment that has received numerous likes and responses from other TikTok users. This pinned comment showcases the most prominent or most appreciated comments within the TikTok community. It provides additional insights or significant responses to the video and its content (Bulele & Wibowo, 2020).

These features are essential components of TikTok that influence how users express themselves, interact, and receive feedback from the audience. Video content, captions, viewers, likes, and pinned comments all contribute to creating an interactive environment on TikTok,

reflecting user appreciation and responses to content shared by others. TikTok, as a popular social media platform, also enables children to represent themselves through short videos they create and share. Child representation on TikTok includes how children present themselves in various situations, such as playing, discussing hobbies, singing, or dancing (Bhaskara, 2020). However, child representation on TikTok can also encompass more complex aspects, such as how children showcase their personalities and characteristics, as well as how they interact with others on the platform. For instance, children can represent themselves as funny, talented, or intelligent (Marhaeni K, 2019). Moreover, child representation on TikTok can be influenced by broader social and cultural contexts, such as societal norms or the influence of other media. This can be observed in TikTok content featuring popular trends or specific topics among children, such as dance challenges or specific memes (Bhaskara, 2020). In this context, it's important to note that child representation on TikTok can significantly impact how children perceive themselves and the world around them. Therefore, it is crucial to pay attention to how children represent themselves on TikTok and how the influence of these representations affects their self-perception and social interactions.

Stuart Hall's Representation Theory

Representation can be defined as the way we convey reality through communication using words, writing, sound, images, or their combinations. Representation is a part of the communication process where messages are delivered through media with the aim of creating meaning (Rizky Firmansyah et al., 2022). One of the renowned theories of representation is the thinking of Stuart Hall. Stuart Hall (1932-2014), a cultural and social theorist born in Jamaica, is known as a prominent figure in media studies, cultural studies, and representation theory. Hall's thoughts on representation help broaden our understanding of how messages and meanings are created, communicated, and interpreted in the context of media and culture (Junifer, 2016).

Hall realized that social reality cannot be accessed directly but through a process of representation involving signs, symbols, words, images, and imagery. Representation is not a passive reflection of reality but an active process in creating meaning and influencing our understanding of the world. Hall emphasized that representation is the intersection of the signs we see or hear and the concepts or ideas we have in our minds. Stuart Hall's representation theory provides a conceptual framework for understanding how media and language create meaning and produce representations of social and cultural reality. According to Hall, representation does not reflect reality objectively but is produced through a social construction process in which meanings and social values are created and transformed by media, politics, and culture (Gita Batari Hermayanthi, 2021).

Hall's theory of representation departs from the assumption that meaning is shaped by social and cultural practices, with media playing a crucial role in shaping that meaning. Representations in the media are created through production processes that involve the selection, editing, and presentation of various signs and symbols used by the media. Representation can also be influenced by social, cultural, and political factors. Hall divides representation into three levels: social group representation, cultural representation, and individual representation (Ilhamsyah, 2019). Social group representation refers to how the media represents specific groups, such as gender, ethnicity, social class, and religion. Cultural representation pertains to how the media represents norms, values, and beliefs within a particular culture. Individual representation focuses on how the media represents individuals within society (Manesah, 2016).

This theory also questions to what extent media representations truly reflect reality and how media influences society. Representations produced by the media can also impact people's views and attitudes toward specific groups or cultures (Junifer, 2016). Therefore, this theory is crucial in the study of media and culture, especially in understanding the media's influence on shaping social perceptions. Hall also emphasized that representation is always linked to power, where media and cultural signs can be used to oppress, exploit, or shape public opinion. Representations often perpetuate stereotypes and biases against certain groups, reinforcing existing social divisions (Izzah et al., 2021).

In his theory, Hall identified several key elements in representation :

1. Representation : Representation refers to how we depict the world through symbols, words, images, and imagery. Representation creates narratives or depictions of the world that influence our understanding of reality. Representation can take the form of mass media, film, advertising, text, or even actions and behaviors in daily life.

2. Code and Encoding : Code is the symbolic system used in the representation process to generate meaning. Encoding is the process in which message creators use these codes to transfer information and meaning in representations. For example, in written text, words and grammar become codes used to communicate messages.

3. Decoding : Decoding is the process in which message receivers interpret and understand the encoded message. Hall emphasized that decoding is not passive but active and involves the negotiation of meaning. Message receivers bring their experiences, knowledge, and backgrounds, which influence how they understand and interpret the message.

4. Hegemony : Hall introduced the concept of hegemony related to the dominance of powerful groups in shaping accepted ideas, values, and policies in society. Representation can be used to reinforce or challenge hegemony. For example, mass media can reinforce hegemony by promoting values that support the interests of those in power.

5. Identity and Subject : Representation also plays a significant role in shaping individual and group identities. Through representation, individuals gain an understanding of themselves and how they are perceived by others. Representation also influences the formation of group identities and social constructs related to gender, race, social class, and other aspects of identity (Manesah, 2016).

In this context, Hall emphasizes the importance of cultural criticism and advocates that representation must always be viewed within a broader social and cultural context (Ilhamsyah, 2019). This helps us understand how media and cultural signs shape reality and influence our thinking, feeling, and actions. When connecting Stuart Hall's representation theory with sharenting practices, we can see how social media representations of children and families can influence our understanding of sharenting. The sharenting representations produced by parents (encoding) reflect the reality of their families and the values they hold. However, how these representations are interpreted and accepted by other social media users (decoding) can vary. Social media users can accept, negotiate, or challenge the messages generated in sharenting practices (Izzah et al., 2021). Furthermore, sharenting representations can also influence the formation of children's identities and reinforce or challenge the hegemony of norms and values related to parenting and online privacy. In the context of sharenting representation, our understanding of this practice is influenced by cultural codes, meaning negotiation by involved individuals, and conflicting values within society (Putri, 2023). By understanding Stuart Hall's representation theory, we can analyze how sharenting representations are formed, accepted, and how they impact individuals, groups, and society more comprehensively.

RESEARCH METHODS

In this research, the researcher used a qualitative approach and a critical paradigm. The qualitative approach was employed to understand the phenomenon of sharenting practices on the TikTok account @idawida through Roland Barthes' semiotic analysis. The qualitative approach enables the researcher to comprehend the meanings and experiences of subjects and the social context involved in this phenomenon (Surayya, 2018). The critical paradigm was employed to analyze issues of power, injustice, and social disparities associated with sharenting practices (Suharyo, 2018).

The type of research utilized by the researcher involved employing Roland Barthes' semiotics methodology. Roland Barthes' semiotics is a study of signs or symbols used to understand the hidden meanings behind visual representations, texts, or objects (Liliweri & Wutun, 2018). In this study, the collected data comprised sharenting videos from the TikTok account @idawida. This data was analyzed using Barthes' semiotic technique, which involves

identifying denotation (literal meaning), connotation (symbolic meaning), and myths (socio-cultural meaning) (Sitompul et al., 2021).

The units of analysis in this research encompass the activities depicted in the sharenting videos, facial expressions, video captions, the number of viewers and likes, as well as top comments. These units of analysis were selected based on their relevance and their connection to Roland Barthes' semiotics. In semiotic analysis, these six units involve visual, verbal, and numerical signs that can be interpreted to understand the meanings of denotation, connotation, and myths in the representation of sharenting-based parenting on TikTok.

The data collection method employed in this research consisted of observation and documentation. Observation was conducted by watching the sharenting videos from the TikTok account @idawida and noting the signs that appeared in those videos. Documentation involved collecting related data such as video captions, the number of viewers and likes, as well as top comments (Adhimah, 2020). These data were then analyzed using Roland Barthes' semiotic method to reveal the meanings contained within the representation of sharenting-based parenting. Subsequently, the results of the analysis would be reviewed using Stuart Hall's representation theory, which was used to understand the representation of sharenting on TikTok @Idawida, where it is relevant to the elements of representation. Then, the elements influencing the occurrence of sharenting practices, consisting of representation, codes and encoding, decoding, hegemony, identity, and subject (Izzah et al., 2021), would be identified.

RESULTS

The results of this research provide an overview of the representation of sharenting-based parenting on the TikTok account @Idawida. Idawida herself is a 22-year-old woman from Ciwidey, Bandung, West Java. Originally, Idawida worked as a Domestic Assistant (ART) for the late celebrities Vanessa Angel and Bibi Ardiansyah since early 2020, before the birth of her first son, Gala Sky. However, a car accident tragedy in November 2021 that claimed the lives of both celebrities left Idawida and Gala Sky as the surviving victims. This incident subsequently boosted Idawida's popularity on social media because she often shared information about Gala Sky's post-accident developments. This research selected six video contents from the @Idawida TikTok account, representing content from December 2022 to May 2023. One video content from each month was chosen, showcasing the sharenting practices involving Gala Sky, followed by the upload of product endorsement promotional videos by Idawida. The analysis was conducted using Roland Barthes' semiotic approach, taking into account denotations and connotations in the video content. The following is an analysis of the representation of sharenting on TikTok @Idawida :

Image 1. Content of December 2022

05/12/2022   05/12/2022

Source : TikTok Account @Idawida

The TikTok video analyzed using Roland Barthes' semiotics depicts several elements that can be explained through denotation, connotation, and myth. In the video, Gala Sky is seen dancing, following Idawida's movements, with a cheerful facial expression and a smile. The video's caption stating *"Draft lupa upload ☺❤ #masyaallahtabarakallah"* indicates that this is a draft version that was forgotten to be uploaded, with the addition of smile and heart emojis and the use of hashtags. The high number of viewers, 7.7 million, and likes, 564.9 thousand, reflects the video's popularity. One of the top comments stating "*bayi tiktok pasti juaranya galasky*" also expresses a positive view of Gala Sky.

The connotation of the TikTok video depicts the relationship between Idawida as the caregiver and Gala Sky as a celebrity child. Idawida actively shares Gala Sky's moments with the public and teaches Gala Sky to dance with viral TikTok moves. Gala Sky's cheerful expression and smile show happiness and comfort in these activities. The video's caption with the added hashtag *"#masyaallahtabarakallah"* can be interpreted as an expression of gratitude to Allah for the moments uploaded in the video, also reflecting Idawida's Islamic faith.

Meanwhile, the myth formed through this representation is that regularly sharing Gala Sky's content on TikTok is a form of positive parenting and reflects a healthy relationship between Idawida and Gala Sky. This myth can overlook the importance of a child's privacy and needs, emphasizing efforts to gain popularity and attention from social media followers.

Image 2. Content of January 2023

26/01/2023   25/01/2023

Source : TikTok Account @Idawida

The analysis of the content in January 2023 reveals that the denotation in the TikTok video features Gala Sky dancing in front of a mirror with a cheerful facial expression. There is no caption in the video; however, the high number of viewers, 3.3 million, and likes, 326.8 thousand, indicates a high level of popularity. User comments stating *"keknya gala hafal semua gerakan di semua sound tik tok ☞"* also acknowledge Gala Sky's ability to follow TikTok trends.

The connotation of the video depicts Gala Sky's dancing skills and engagement in the activity. His expression while singing along with the song's lyrics shows enthusiasm and involvement. The absence of a caption emphasizes the visual and expressive aspects of the video. The high number of viewers and a large number of likes indicate a positive response from the audience. Comments acknowledging Gala Sky's ability to follow TikTok trends further strengthen the connotation that Gala Sky has knowledge and skills in this regard.

However, a myth is formed through this video. The pattern of content upload by Idawida, starting with a video of Gala Sky dancing in front of the mirror, creates a myth that Idawida's popularity and success as a caregiver of a celebrity child depend on the popularity and attractiveness of the uploaded content. The high number of viewers and likes reinforces this myth. It is important to note that exposure to social media at a very young age, as seen in this video, can have negative effects on a child's development. Excessive exposure to social media can disrupt crucial social interactions, hinder the development of social skills, and exert unhealthy pressure on young children.

Image 3. Content of February 2023

16/02/2023   15/02/2023
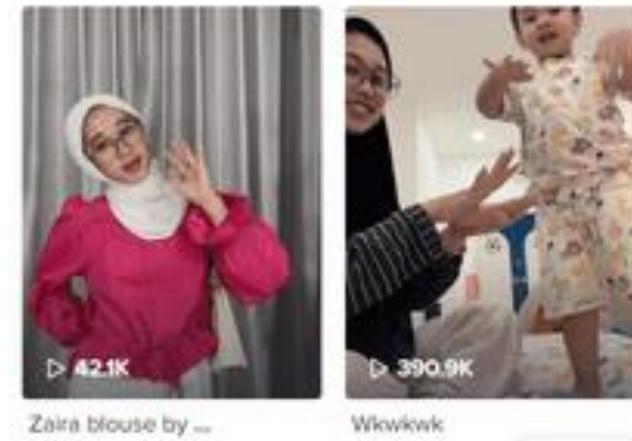
Source : TikTok Account @Idawida

Next, the analysis of the content in February 2023 shows that the denotation of the TikTok video features Gala Sky dancing, following Idawida's movements, with an initial smiling expression that later becomes still. The video's caption is "*Wkwkwk.*" The number of viewers reaches 390.9 thousand, and there are 44.1 thousand likes. One of the most popular comments mentions that the movements suit Gala Sky and expresses joy.

The connotation, Gala Sky's dance can depict cheerfulness, joy, and positive interaction between the celebrity child and his caregiver. The initial smiling expression turning into stillness can be connoted as Gala Sky's happiness, satisfaction, or admiration for Idawida. The caption "*Wkwkwk.*" can be interpreted as a positive response, delight, or a sign of humor towards the video. The high number of viewers and likes conveys the popularity and attractiveness of the TikTok account @Idawida, as well as the influence it holds in achieving a high level of engagement from the audience. Comments from users like @briskank stating that the movements suit Gala Sky and express joy can be connoted as support, praise, and a positive response to the interaction between Gala Sky and Idawida.

However, in the context of representation of caregiving based on sharenting, a myth is formed that using Gala Sky's fame as a celebrity child to increase viewers and engagement on Idawida's TikTok videos and obtain endorsements can create a positive image of caregiving based on sharenting. The pattern of uploading videos that showcase Gala Sky's life as the main attraction, followed by endorsements from Idawida, can create the perception that caregiving based on sharenting provides social and economic benefits to Idawida. For example, the information provided mentions that Idawida received an endorsement for the Zaira Blouse from Vanesha Wear Official, which was the clothing business of her late employer. This creates the myth that caregiving based on sharenting offers specific social and economic benefits to Idawida.

Image 4. Content of March 2023

07/03/2023   06/03/2023

Source : TikTok Account @Idawida

Moving on to the analysis of the content in March 2023, it is observed that the denotation of the TikTok video shows the difference in Gala Sky's behavior between calm and dancing states. Gala Sky's facial expressions are calm and cheerful. The video's caption, "*ini mah mode kalem, kalo mode joget gimana? Azekkkkk 🕺*," indicates a comparison between these two states. The number of viewers reaches 4.6 million, and there are 479.5 thousand likes. The top comment that appears is "*gala lucu bangett😆.*"

The connotation regarding the difference in Gala Sky's behavior depicts variations in caregiving and indicates that he has both a calm and a cheerful side. His calm and cheerful facial expressions portray emotional stability, happiness, and reflect the peace and joy in the caregiving relationship between Idawida and Gala Sky. The caption, "*ini mah mode kalem, kalo mode joget gimana? Azekkkkk 🕺*," shows the video's intent to entertain followers by comparing these two states. The high number of viewers and likes indicates a positive response from the audience, and user comments like "*gala lucu bangett😆*" reflect an appreciation of Gala Sky's cuteness and charm in the video.

Furthermore, a myth that arises from the analysis of this TikTok video is that Gala Sky, at the age of 3, must have intriguing and entertaining behavioral differences to gain sympathy and recognition from Idawida's TikTok followers. Idawida tends to publicize every expression of Gala Sky in videos to achieve popularity and gain support from her followers. This can affect Idawida's focus on caregiving towards Gala Sky, where attention is more directed towards how Gala Sky can appear appealing on social media rather than providing adequate attention to the development and emotional needs of a 3-year-old child. In sharenting-based caregiving, it is crucial for Idawida to ensure that caregiving decisions are based on Gala Sky's long-term interests and well-being, rather than solely for achieving popularity on social media.

Image 5. Content of April 2023

08/04/2023   07/04/2023

Source : TikTok Account @Idawida

In the analysis of the TikTok video using Roland Barthes' semiotics, there is a detailed explanation and analysis. The denotation of the video features the dance moves of a TikTok trend performed by Idawida, while Gala Sky is within the frame attempting to imitate those moves. Gala Sky's facial expression starts off neutral but then smiles when watching Idawida dance. The video lacks a caption. The number of viewers reached 200.5 thousand, and the number of likes amounted to 18.4 thousand. One of the comments that appeared was, "*Ida gala di ajarin ngaji kan ingatan anak kecil kuat da."*

The connotation of the TikTok trend dance moves performed by Idawida signifies involvement and boldness in following social media trends. Gala Sky's imitation of the moves indicates enthusiasm and a willingness to learn, connoting good communication and interaction between Idawida and Gala Sky. Gala Sky's facial expression transitioning from neutral to a smile demonstrates interest and joy, connoting admiration and happiness arising from Idawida's actions and performance. Although the number of viewers and likes for this video is lower than the previous video, the number of likes still reflects a positive response from the audience.

A myth emerges from this analysis. The myth is that Idawida only teaches Gala Sky things related to TikTok dancing and entertainment, without providing valuable education such as Quranic studies (ngaji) or exploring other educational aspects. Comments from Idawida's followers suggesting that she should not only teach Gala Sky things related to TikTok dancing but also useful activities like Quranic studies reinforce this myth. This myth creates the perception that Idawida's teaching focus for Gala Sky is limited to entertainment and social media trends, neglecting more important and valuable educational aspects. To avoid this negative myth, it is crucial for Idawida to broaden the scope of her teaching to Gala Sky by incorporating educational and beneficial elements in a child's life, such as religious education and broader knowledge exploration.

Image 5. Content of May 2023

21/05/2023   20/05/2023

Source : TikTok Account @Idawida

The denotation of the video above shows Idawida conducting a giveaway of cosmetic products, with Gala Sky choosing a product. The video's caption informs that Idawida will respond to comments and asks for shipping addresses through direct messages. The number of viewers reached 512.6K, and the number of likes amounted to 49.2K. One of the top comments was "mau lipstiknya dong galaaa ganteng."

Through connotation, the video reflects an interactive relationship between Idawida, her followers, and Gala Sky. Gala Sky's facial expression indicates enthusiasm and involvement in the activity, as well as acceptance and support for the interactions and activities carried out by Idawida and Gala Sky in the context of parenting. Nevertheless, there is a negative myth that can arise from a sharenting perspective. This myth is that Gala Sky might only be exploited as a tool to increase popularity and interactions in the world of social media. This viewpoint raises concerns that Gala Sky may not fully experience authentic moments and could have negative impacts on their well-being.

In the context of sharenting, it is crucial for Idawida to ensure that parenting is not solely about popularity and interactions on social media but also provides adequate attention to the development and well-being of Gala Sky as a child.

The research results provide an insight into the practice of sharenting performed by Idawida and how it is received by her followers. The analysis of Roland Barthes' semiotics offers a deeper understanding of how the messages in sharenting content are interpreted and received by Idawida's followers. In this context, it's important to consider that positive support and unawareness do not change the fact that sharenting practices still carry risks and can have negative impacts on children.

DISCUSSION

In Stuart Hall's theory of representation, the phenomenon of sharenting carried out by Idawida through her personal TikTok account @Idawida towards Gala Sky provides a profound understanding of the construction of meaning and interpretation in these representations. Sharenting representation is a social process involving the production, distribution, and consumption of meaning within a broader cultural context.

In the analysis using Stuart Hall's representation theory, the primary focus is on the construction of meaning and interpretation of the videos posted by Idawida. Denotation in this representation includes the type of activities depicted in the video, Gala Sky's facial expressions, the video's caption, the number of viewers, the number of likes, and the content of the top comments. Denotation of the types of activities in the video can reflect the interests and activities involved in parenting Gala Sky, such as daily activities, playtime, or special moments.

Then, in Stuart Hall's representation theory, several elements are applied in the analysis of the sharenting phenomenon performed by Idawida through her personal TikTok account @Idawida towards Gala Sky. These elements include Representation, Codes and Encoding, Decoding, Hegemony, Identity, and Subject.

First, concerning Representation, Idawida uses the TikTok platform to represent moments in parenting Gala Sky to the public. This representation occurs through a series of videos uploaded periodically. In this qualitative research, six videos were taken over the last six months, with a pattern of video uploads each month. This representation encompasses daily activities, playtime, and special moments between Idawida and Gala Sky. Therefore, this research underscores the importance of being aware of the representation presented on social media. TikTok users need to understand that representations provided by accounts like @Idawida are selected and constructed for specific purposes. Therefore, it's essential for TikTok users to critically question and interpret the meaning behind these representations.

Next, the elements of Codes and Encoding encompass how meaning is constructed and expressed in these representations. Idawida employs various codes such as language, actions, and symbols in the videos she uploads. Encoding is done by Idawida to communicate her parenting experiences to the audience and build an image of herself as a loving caregiver who is successful in raising Gala Sky. The sharenting phenomenon shown by Idawida invites TikTok users to contemplate the ethics behind sharing parenting moments on social media. In practicing sharenting, it's important for TikTok users to consider the privacy and interests of children, as well as the long-term impact of public exposure on their private lives.

However, it's crucial to remember that Encoding done by Idawida is not always received in the same way by her followers. This leads us to the element of Decoding in Stuart Hall's representation theory. Idawida's TikTok followers will decode the representations provided.

How they interpret and understand the videos can vary, depending on their backgrounds, values, and experiences. In the context of sharenting, decoding can mean how followers understand the parenting practices displayed and whether they respond positively or critically. The research results show that the response of Idawida's followers to sharenting practices tends to be positive. However, it's important to note that the way followers interpret and understand these representations can vary. This highlights the importance of considering diverse perspectives and not simply following the dominant narrative when interpreting sharenting practices.

Furthermore, the element of hegemony becomes important in understanding the sharenting representations performed by Idawida. Hegemony refers to the dominance or power exerted by a particular group or individual in determining the meanings and values widely accepted in society. In this context, Idawida has the power to choose and arrange representations of her parenting with Gala Sky to be uploaded on TikTok. This also influences the responses and reactions of her followers to the sharenting practices displayed. This study illustrates the role of power and hegemony held by TikTok users like Idawida in determining the meanings and values widely accepted. This serves as a reminder to TikTok users of the influence and domination in shaping understandings and judgments of sharenting practices.

Additionally, identity is also a critical element in the analysis of Stuart Hall's representation theory. Idawida's identity as a caregiver and Gala Sky's identity as a foster child are part of the sharenting representation. This representation affects how Idawida's TikTok followers understand and shape Idawida's identity as a caregiver and Gala Sky's self-image as a child under her care. These identities can be formed through the construction of meaning in the representations created by Idawida, as well as the interpretations and responses of her followers to the representations.

Finally, the subject in Stuart Hall's representation theory refers to individuals or groups involved in the production, distribution, and consumption of meaning in the representation. In the context of the sharenting phenomenon carried out by Idawida, these subjects include Idawida herself as the producer of representations, Gala Sky as the subject represented in the representations, and the followers on TikTok @Idawida as consumers and interpreters of the meanings in the representations. Through the interaction between these subjects, the construction of meaning and interpretation in sharenting representations is formed and impacts the understanding and evaluation of parenting practices and the image built by Idawida and Gala Sky.

By using Stuart Hall's representation theory, the analysis of the sharenting phenomenon carried out by Idawida through her personal TikTok account @Idawida towards Gala Sky provides a deeper understanding of the construction of meaning, interpretation, and myths formed in these representations. This approach allows us to see how sharenting on social media

affects how we understand and evaluate parenting practices and the image constructed by caregivers of their foster children.

CONCLUSIONS

Based on the analysis of parenting representation based on sharenting on the TikTok account @Idawida using Roland Barthes' semiotic analysis, it can be concluded that the content uploaded by Idawida creates an impression of intimacy, closeness, and popularity between Idawida and Gala Sky.

a. The denotation in this representation refers to the literal or descriptive meaning of the video content depicting their interactions, such as dancing together, playing, lip-syncing, and hugging. Gala Sky's cheerful, smiling, and energetic expressions in the video, as well as the video captions, the number of viewers and likes, and top comments from followers, also provide information about the content uploaded on the TikTok account @Idawida.

b. The connotations revealed through Roland Barthes' semiotic analysis involve deeper symbolic and social meanings. The activities in the video demonstrate familiarity, harmony, and unity between Idawida and Gala Sky, while the captions convey affection, humor, and explanations that strengthen their relationship. The popularity of the TikTok account @Idawida can be seen from the high number of viewers and likes, as well as the significant interest of the audience in their content. The connotations in the top comments include positive perceptions and endearment from @Idawida's followers toward Gala Sky's behavior.

c. However, negative myths emerge in this representation, such as the practice of sharenting and unconscious exploitation by Idawida. Positive comments from her followers may make Idawida unaware or overlook the unethical nature of her sharenting practice. This creates the perception as if there are no TikTok users who are aware of the sharenting practice. Additionally, the ideology found in the analysis is leveraging Gala Sky's popularity to boost engagement ratings on the TikTok account @Idawida and gain financial benefits through endorsements.

The conclusion of this research is the importance of having a critical understanding of sharenting practices on social media and considering their long-term implications for children, families, and society at large. To gain a more comprehensive understanding of representation in sharenting-based parenting, a suggestion for future research is to use a broader range of observation units and analysis units from similar TikTok accounts as @Idawida. By involving multiple accounts, comparisons can be made to identify broader patterns and findings.

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