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## Digital Transformation and the Role of Millennial Parents in the Education of Generation Alpha Children

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### Abstrak

Penelitian ini menunjukkan bahwa pola pendidikan orang tua generasi milenial lebih kolaboratif dan responsif terhadap kebutuhan anak dalam menghadapi era digital. Penelitian ini bertujuan untuk memberikan strategi yang tepat berdasarkan kolaborasi solutif yang diterapkan oleh peneliti selaku guru dan orang tua anak generasi alpha. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan menggunakan studi kasus sebagai desain lebih lanjut untuk mengeksplorasi peran orang tua dalam pendidikan anak-anak Generasi Alpha. Data dikumpulkan melalui wawancara mendalam, observasi, dan analisis dokumen. Berdasarkan hasil penelitian, orang tua milenial cenderung ingin memberikan perhatian lebih kepada anak, meskipun sedikit terkendala dengan kesibukan, orang tua milenial berusaha memberikan yang terbaik kepada anak, berupa alternatif seperti penyediaan guru private, memfasilitasi teknologi digital sebagai support system pembelajaran anak. Beberapa tantangan terkait kecanduan teknologi, paparan konten negatif, kesenjangan digital dan keseimbangan antara aktivitas digital dan non-digital. Berdasarkan kolaborasi solutif, peneliti menyediakan strategi seperti membuat rutinitas dan jadwal harian, menggunakan konten edukasi, diskusi terbuka tentang teknologi, dan mendorong kegiatan sosial. Penelitian ini diharapkan dapat menjadi patokan agar Generasi Alpha dapat tumbuh menjadi individu yang cerdas dan kreatif serta siap menghadapi tantangan masa depan.

**Kata Kunci:** Transformasi Digital, Revolusi Pendidikan, Pendidikan Tinggi, Kepuasan Siswa, Metode Pengajaran

### Abstract

*The study also indicates that the educational approach of millennial parents tends to be more collaborative and responsive to children's needs in navigating the digital era. This research aims to provide effective strategies based on the collaborative solutions implemented by the researchers in their roles as teachers and parents of Generation Alpha children. This study employs a qualitative descriptive approach, utilizing case studies as a further design to explore the roles of parents in the education of Generation Alpha children. Data were collected through in-depth interviews, observations, and document analysis. Based on the research findings, millennial parents tend to desire to provide more attention to their children. Although they are somewhat constrained by their busy schedules, they strive to offer the best for their children, including alternatives such as hiring private tutors and facilitating digital technology as a support system for their children's learning. Several challenges related to technology addiction, exposure to negative content, the digital divide, and balancing digital and non-digital activities were identified. Based on collaborative solutions, the researchers propose strategies such as creating routines and daily schedules, using educational content, engaging in open discussions about technology, and encouraging social activities. This research is expected to serve as a guideline for Generation Alpha to grow into intelligent and creative individuals who are prepared to face future challenges.*

**Keywords:** Digital Transformation, Education Revolution, Higher Education, Students Satisfaction, Teaching Methods

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## INTRODUCTION

Child education is an important aspect in shaping a quality generation of the nation. This is a fundamental aspect because the sustainability of a nation is greatly influenced by the quality level of its children. In this regard, the role of parents as the primary controllers of early education becomes a significant subject in this research (Fatimah & Nuraninda, 2021). The characteristics of millennial parents, who were raised in the era of technology and information, have a significant impact on their children's education. Millennial parents tend to be more open to change, more familiar with technology, and have different parenting approaches compared to previous generations.

A study by Saman & Hidayati (2023) categorizes millennial parents as those born between the early 1980s and the mid-1990s, while children of the alpha generation are born from 2010 to the present. As in the research by Saman & Hidayati, they explain that the impact of digital transformation can lead to addiction, resulting in children being unable to self-regulate. In his study, Widjayatri (2024) attempts to portray alternative solutions for addressing children's addiction as a consequence of digital transformation through strict parenting patterns; however, it turns out that children are still affected by significant negative impacts related to mental influence. Furthermore, the research by Sakoan (2024) explains the role of religion for alpha generation children, asserting that religion plays an important role in the development of children's character.

Based on the presentation above, it turns out that several studies have examined how parental roles influence children's educational levels, including the impact of religion and the effects of digital transformation on the education of Generation Alpha children. Nevertheless, there has yet to be a focus on the challenges faced by millennial parents and the appropriate strategies to address the evolving parenting styles that have recently posed some obstacles. This study aims to provide effective strategies based on collaborative and solution-oriented approaches implemented by researchers as teachers and parents of Generation Alpha children.

The study also shows that the parenting approach of millennial parents tends to be more collaborative and responsive to children's needs in the digital era. They not only provide guidance and boundaries but also encourage children to learn independently, develop creativity, and hone skills relevant to current developments. In the context of formal education, the role of millennial parents is also seen in their closer relationships with children's educational institutions (Tugiah & Jamilus, 2022). They are involved in their children's learning process, communicate openly with teachers and schools, and support advancements in the education system to create an inclusive learning environment that supports the development of Generation Alpha children (Maulida & Malik, 2021).

Millennial parents face unique challenges in educating Generation Alpha children. Generation Alpha is known as the generation that grows up with extensive access to technology and information. This demands that millennial parents be more proactive in understanding and managing the use of technology in their children's education (Manurung et al., 2022). Additionally, the role of parents as models and mentors becomes increasingly important in the context of globalization and the complexities of the modern world. In a rapidly changing environment, millennial parents are expected to provide appropriate support and facilitate their children's learning in accordance with the demands of the times (Anggraeni & Juhriati, 2023). This raises questions about how millennial parents adapt traditional educational methods to current technological developments, and to what extent this impacts their children's educational success. In this context, the roles of millennial parents can be viewed from various aspects, including organizing time with their children, facilitating their education, developing social and emotional skills, and integrating technology into their learning (Ikhsan et al., 2024).

The role of millennial parents in educating Generation Alpha children is an interesting topic to explore, as technological advancements and cultural changes in society influence how parents educate their children

(Sholekhah et al., 2023). In this context, this research aims to explore and understand the role of millennial parents in educating Generation Alpha, as well as the impact on children's educational development. This study will also involve an analysis of various factors that influence how millennial parents support their children's education, including the values they apply, their communication patterns, facilitating additional education such as tutoring, the utilization of technology in education, and their preparedness to face educational challenges in the digital era (Febrian & Solihin, 2024).

The role of millennial parents in educating Generation Alpha children has a significant impact on shaping resilient, creative individuals who are prepared to face future challenges (Plekhanov et al., 2022). With inclusive characteristics, openness to technology, and a focus on progress, millennial parents can become agents of change in their children's education. In facing the digital era and the complexities of the modern world, millennial parents are expected to wisely utilize technology, integrate it into their children's education, and provide support that aligns with the developmental needs of Generation Alpha children. Through collaboration among parents, educational institutions, and the community, the education of Generation Alpha children can become more holistic, relevant, and adaptive to the demands of the times. Therefore, research on the role of millennial parents in the education of Generation Alpha holds significant value in formulating inclusive and progressive education policies and in providing guidelines for parents to support their children's development in this digital age (Andriyani, 2018).

## **METHOD**

This study will employ a qualitative descriptive approach using a case study as the design to explore the role of parents in the education of Generation Alpha children. The choice of qualitative methods is expected to provide an in-depth understanding of the experiences, perspectives, and practices of millennial parents in educating their children. The subjects of this research consist of millennial parents who have Generation Alpha children of elementary school age. Participant selection will be carried out through sampling aimed at ensuring diversity in the characteristics and experiences of the participating parents. The research was conducted in two villages in Kerinci Regency, over a period of 3 months (July-September).

After the data is collected, it will then be analyzed. Data will be collected through in-depth interviews, participant observations, and document analysis. A triangulation approach will be used to ensure the validity of the data and to complement perspectives from various sources. The collected data will be analyzed using qualitative methods, through the processes of categorization, thematization, and interpretation to identify patterns, themes, and directions relevant to the research title. To ensure the validity and reliability of the research, data triangulation, reflexivity, and participant verification will be conducted throughout the research process. Additionally, consistency, clarity, and objectivity will be the main focus in the data analysis.

## **RESULT AND DISCUSSION**

In this modern era, digital transformation has had a significant impact on various aspects of society, including education. Generation Alpha, which includes children born between 2010 and 2025, is the first generation to grow up entirely in a highly connected digital environment (Manuel & Sutanto, 2021). With easy access to technology, these children interact with digital devices, social media, and online learning platforms from an early age. In this context, millennial parents play a crucial role in managing and utilizing technology to support their children's education (Yong et al., 2024). Therefore, the researchers did not only ensure parental caregiving patterns through interviews but also through observations. This may seem simple, but in conducting observations, the researchers also directly participated in the learning process of Generation Alpha children. The researchers acted as private tutors for six years.

## Digital Transformation in Education

Modern education is no longer limited to textbooks and classroom teaching (Isma et al., 2022). With the advent of information and communication technology, the learning experience has become more interactive and engaging. Online learning platforms, educational apps, and interactive devices such as tablets have made access to a variety of learning resources easier (Eka Yuda Wibawa, 2021). In this era, children of Generation Alpha can easily find information, collaborate with their peers, and participate in enjoyable learning activities (Fadlurrohim et al., 2020).

According to Waliulu (2023) in her book titled "*Pendidikan dalam Transformasi Digital*", the presence of digital transformation in education allows the educational process to be conducted creatively and innovatively. This also enables teachers to play a more effective role, as education is now expected to successfully implement blended learning as a new innovation in creating creative and engaging educational experiences. Nevertheless, it requires collaboration and understanding from parents in digital management as a tool for modern education.

In an interview, a millennial parent respondent stated that: "*As a parent, it is important to provide good access to technology for children, while also limiting their usage time to avoid excess. Teach and encourage them to learn independently by searching for information online. Use technology in daily activities, such as looking up recipes or watching educational videos. Finally, despite this, our duty as parents is to set a good example in technology use, so that children can imitate positive behaviors.*"

Based on the respondent's answer, we can conclude several transformative aspects, which include wide access to information, interactive learning, collaboration, and connectivity.

- **Wide Access to Information**

One of the biggest advantages of digital transformation is easy access to information. With the help of the internet, children can find out about difficult topics or explore their personal interests without the constraints of location or time. Educational websites, instructional videos, and online discussion forums are useful resources for deepening various subjects.

- **Interactive Learning**

Digital technology has also changed the way we teach and learn. Traditional learning methods are now transforming into interactive learning involving games, simulations, and visualizations. This not only makes learning more interesting but also enhances the understanding of complex concepts. For example, game-based applications can provide challenges that motivate students to learn new material in a fun way.

- **Collaboration and Connectivity**

In an increasingly connected world, children have greater opportunities to collaborate with their peers, both locally and globally. They can work in groups through online platforms, share their work, and discuss ideas with peers from other parts of the world. This collaboration teaches important social skills and provides diverse perspectives in the learning process.

## The Role of Millennial Parents

As millennial parents, they face new challenges and responsibilities in supporting the education of Alpha Generation children (Sheetal et al., n.d.). Unlike previous generations, millennial parents have grown up alongside technology and have a better understanding of its influence in daily life (Jaiswal, 2023). A study by Hale (2022) explains the role of parents in supporting the child's growth and development process, emphasizing a greater emotional approach. He offers suggestions for parents on the right attitude in understanding and getting to know their children, loving them, providing praise, being wise, and setting a good example so that children can receive the proper foundational education. Additionally, according to Dewi & Khotimah (2020), she explains that parents should spend time with their children to enhance the children's learning motivation.



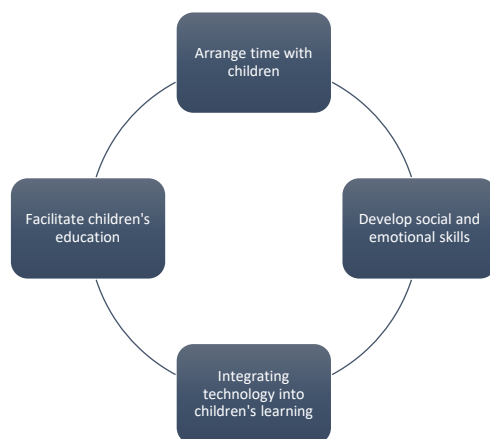
**Figure 1. Managing Time Together with Children**



**Figure 2. Implementation of Digital Technology in Learning**

Figure 1 illustrates the approach taken by millennial parents in their efforts to spend time with their children, in this case, millennial parents are accompanying their children in reviewing school lessons. Meanwhile, Figure 2 shows the process of implementing digital technology as a learning aid for children in the era of digital transformation. The researcher is directly involved as a private tutor or in a supporting role in the implementation of digital technology, which aligns with the desires of millennial parents in their role as facilitators of their children's learning.

Based on research findings, millennial parents tend to want to give more attention to their children, as indicated by their desire to spend time together (at least 3-4 hours per day) , although this is somewhat hindered by their busy schedules (Makarau & Suyadi, 2022). This is due to the fact that many millennial parents are still in their productive age, leading to work-related commitments taking precedence. Nonetheless, millennial parents strive to provide the best for their children, offering alternatives such as hiring private tutors and facilitating digital technology as a support system for their children's learning, which they believe positively impacts the psychological satisfaction of their children and motivates them to learn more effectively (Ifitah & Anawaty, 2020).



**Figure 3. The Role of Millennial Parents**

Here are some important roles that parents can play in supporting their children's education in this digital era:

- **Scheduling Time with Children**

Research findings indicate that millennial parents have a high awareness of the importance of spending time with their children. In an era characterized by multitasking and work-related busyness, millennial parents strive to create quality time with their kids. This can be achieved through several methods, such as establishing a regular family activity schedule, participating in their children's hobbies, and limiting gadget use at home.

The research showed that respondents (millennial parents) reported spending at least 3-4 hours a day with their children, engaging in learning activities, playing, and socializing. This is considered important for building emotional bonds between parents and children. With sufficient time spent together, parents can encourage their children to talk about their feelings, as well as provide moral support and motivation in facing various challenges (Syahriar et al., 2023).

- **Facilitating Children's Education**

Millennial parents also pay great attention to children's educational aspects. The research revealed that parents strive to facilitate their children's education in various ways, such as enrolling them in good educational institutions, providing private tutors as support, and creating a conducive learning environment at home.

All respondents (millennial parents) reported being actively involved in their children's education, whether by assisting with schoolwork, guiding/mentoring their children in completing assignments, or discussing lessons. Additionally, some took the initiative to attend school parent meetings, participate in educational seminars, and build good communication with teachers. This demonstrates that parents are not just overseers but also proactive educational partners for their children.

- **Developing Social and Emotional Skills**

The research explains that millennial parents recognize the importance of developing social and emotional skills in children. They emphasize values such as empathy, cooperation, and good communication skills. In practice, parents engage in positive interventions to help children adapt to their social environments.

Parents involve their children in group activities, such as extracurricular activities (e.g., boarding school). This is done to promote social interaction and the development of social skills. Additionally, parents teach children about emotional management by openly discussing feelings and how to handle conflicts, which helps children navigate complex social situations.

- **Integrating Technology into Children's Learning**

In an era dominated by technology, millennial parents take a careful approach to integrating technology into their children's learning. According to research by Osorio-Saez (2021), around 65% of parents involve technology as a beneficial learning aid for their children.

They utilize educational apps, learning videos, and online learning platforms as sources of information and engaging learning experiences. However, parents also exercise caution in technology use by setting screen time limits and monitoring the content accessed. This aims to ensure that children not only receive useful information but also do not become overwhelmed with excessive gadget use. To strengthen this argument, researchers conducted direct observations to confirm the efforts of parents in integrating technology with their children.

### **Challenges Faced**

Based on the results of the research summarized above, it is evident that the influence of parental roles and the impact of digital transformation also present challenges that must be faced by both parents and children. According to Aini (2023), the biggest challenge is the limited availability of competent human resources, especially in the field of technology mastery, which results in ineffective education in the era of digital transformation. Furthermore, according to the research by Sagala (2024), as technology develops as an alternative learning medium, there are concerning challenges, including the rise of cyberbullying, social media addiction, and a lack of supervision in the use of technology. Lastly, according to Suryani, A., & Kusumawati (2019), he explains that the imbalance between digital and non-digital activities also poses a challenge in the educational process. Based on this argument, the researchers summarize several of these challenges, including:

- **Technology Addiction**

One common issue is technology addiction. Many children find it difficult to detach themselves from their devices, which can harm their physical and mental health. Their social skills may also be affected if they prefer interacting with screens rather than engaging with their peers in person.

- **Exposure to Negative Content**

The internet contains a vast amount of unfiltered information, and children may be exposed to inappropriate or harmful content. It is crucial for parents to be vigilant and actively monitor their children's online activities to protect them from negative influences.

- **Digital Divide**

Although many children have access to technology, there still exists a digital divide that can affect education. Factors such as economic status, geographic location, and parental education can influence the extent to which a child has access to technology and the skills needed to learn effectively.

- **Balance Between Digital and Non-Digital Activities**

One of the biggest challenges parents face is creating a balance between digital and non-digital activities. With so much time spent in front of screens, children may prefer staying indoors to play games or watch videos rather than engaging in physical activities. Therefore, parents must actively encourage their children to go outside and participate in activities that involve social interaction and physical engagement.

### **Solution**

A study by Widjayatri (2024) attempts to provide alternative solutions to address children's addiction resulting from digital transformation. In her research, she states that strict parenting patterns can reduce the level of children's addiction to digital consumption; however, the negative effect is that children tend to experience mental challenges, which disrupt their psychological development. Meanwhile, a study by Sakoan (2024) examines the role of religion in character formation for the alpha generation. The findings indicate that

religious education plays a crucial role in shaping the character of alpha generation children, instilling values of empathy, care, and responsibility as a wise, intelligent, and ethical digital filter. Nevertheless, the solutions provided still tend to have negative impacts because children are positioned as individual entities who are controlled mechanically, without considering aspects of freedom and openness (Afriyenti et al., 2023).

In an effort to address these challenges, the researchers aim to collaborate with millennial parents to produce effective strategies to overcome these issues. The strategies are as follows:

- **Establishing Routines and Daily Schedules**  
Setting a daily routine that balances digital and non-digital activities can help your child feel a sense of structure. This may include allocated time for learning using digital devices, followed by outdoor activities or time for reading books.
- **Utilizing Educational Content**  
Guiding children to use educational and beneficial content is crucial. There are many apps and websites specifically designed to help children learn through games and interactive activities. Parents should take advantage of these educational resources to enhance their children's learning experiences.
- **Open Discussions about Technology**  
Engaging in open discussions with children about technology use will help reinforce their understanding of its risks and benefits. By creating a healthy communication environment, parents can listen to their children's concerns and provide appropriate advice.
- **Encouraging Social Activities**  
To reduce screen addiction and enhance social skills, parents can encourage their children to participate in social activities, such as sports, clubs, or art groups. These activities not only help children socialize but also decrease the time spent on technology.

Although the researchers believe that the best solution is to collaborate the theoretical abilities of researchers with the practical implications for millennial parents, the study is still limited in terms of research reach. Therefore, it is hoped that future studies will conduct similar research to examine challenges and alternative strategies within a broader scope.

## CONCLUSION

Digital transformation has changed the face of education and presented a variety of opportunities and challenges for Generation Alpha children. In the midst of this digital era, Millennial parents have a vital role to play in supporting their children's education in a positive and sustainable way. By being wise guides, setting healthy boundaries, and being actively involved in the learning process, parents can help their children maximize their potential in this ever-changing world. Although challenges such as technology addiction and exposure to negative content exist, with the right approach, children's education can be more effective and relevant to the needs of the times. Digital transformation is not only a challenge, but also an opportunity for parents and children to grow and learn together in an increasingly connected world. With the right steps, Generation Alpha can grow into intelligent, creative individuals who are ready to face the challenges of the future.

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