



# The Role of Parenting in Cultivating Environmental Attitudes in Early Childhood in Digital Era

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## ABSTRACT:

Technological The development of technology in the digital era has a significant impact on the formation of environmental care character in early childhood. This study aims to identify the role of parenting patterns in building environmental care attitudes in children in an increasingly complex digital era. Using a qualitative approach through in-depth interviews with three parents and a comprehensive literature review, this study found that democratic parenting is most effective in instilling environmental awareness compared to authoritarian or permissive parenting. Digital media such as educational videos, interactive games and learning apps help introduce environmental concepts, but their effectiveness increases when combined with hands-on activities such as gardening, waste management or simple conservation projects. This combination not only improves children's understanding of environmental conservation, but also deeply instills environmentally friendly behaviors that are sustainable. The results of this study confirm the importance of synergy between technology-based educational media and hands-on experience in supporting parents' role in shaping a generation that cares about the environment and has a sense of responsibility for the sustainability of nature.

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## 1. Introduction

The rapid advancement of technology and digital progress in today's world has significantly increased early childhood exposure to a complex environment. This environment includes a vast array of information, particularly about environmental issues, which often have negative impacts. Children today are bombarded with news and data about climate change, pollution, deforestation, and other environmental challenges, which can be overwhelming and difficult for them to understand (Banić & Orehovački, 2024). As these environmental issues become more prevalent and challenging for children to comprehend, the role of parents as primary agents in guiding and shaping children's environmental awareness becomes increasingly crucial. Parents are in a unique position to help their children navigate this complex information landscape. They can provide context, explain the significance of these issues, and foster a sense of responsibility and care for the environment (Choy et al., 2024).

Therefore, it is essential to adopt parenting strategies that align with the evolving needs and dynamics of the digital era. This means being proactive in discussing environmental topics, using digital tools and resources to educate children, and modeling environmentally responsible behavior. By doing so, parents can ensure that their children receive appropriate guidance and support in understanding and addressing environmental concerns, ultimately helping to raise a generation that is more informed and engaged in environmental stewardship. Parenting is the style or approach used by parents in educating, guiding and nurturing children (Fitriani Dzulfadhilah et al., 2023). It encompasses a variety of behaviors, attitudes and strategies that parents use in their interactions with children and ways to respond to them, so that children become independent and mature individuals who can help children adapt to care for the surrounding environment if their physical and psychological needs are met. The approaches taken by parents vary, ranging from authoritarian, permissive, and democratic (Ketut Rudita, 2023).

Caring for the environment is an attitude or action that continuously strives to prevent damage to the natural environment around it and initiates recovery efforts for damage that has occurred. The characteristics of environmental care include the attitude of individuals who strive to properly care for and manage the surrounding environment, ensure that the environment can still be enjoyed without compromising the balance of nature, and pay attention to the sustainability and sustainability of the environment so that the benefits can be enjoyed sustainably. Therefore, early environmental awareness needs to be implemented when children are in their home environment (Purwanti, 2017). The introduction of environmental care character to children from an early age is to increase children's awareness of the surrounding environment without damaging or misusing it. Through this characteristic, children will be responsible for preserving the surrounding environment. For example, digital education through animated videos about garbage can build the character of environmental care in early childhood. So that the impact of digital technology does not all have a negative effect, but it can have a positive effect on children depending on how parents provide the right parenting to children from an early age (Masykuroh & Khairunnisa, 2022).

The role of parenting on environmental awareness in the digital age in early childhood is very important in helping children develop environmental awareness and nature-friendly behavior (Fitriani Dzulfadhilah et al., 2023). In the digital era, parents must choose effective parenting patterns so that children avoid program interference that can trigger unbalanced and uncaring behavior towards nature. In addition to the digital tools provided, parents also need to provide conventional suggestions such as flash card media can be used to shape the character of environmental care. Through the use of flash cards as a game media, it is expected to stimulate positive behaviors such as loving animals, plants, managing waste wisely, keeping the environment clean, using plastic, and saving energy and many other things that can be utilized in this media game (N. N. Ramadhani & Masykuroh, 2022).

The utilization of such media has a positive impact on the development of environmental care characters in children. By integrating those tools into both home and school environments, children can learn while playing, which helps prevent boredom and keeps them engaged. This approach not only enhances their understanding of environmental issues but also encourages them to adopt environmentally friendly behaviors from a young age. As Masykuroh and Wahyuni (2023) highlight, these methods are instrumental in shaping children's attitudes towards the environment. By leveraging creative educational media, parents can effectively guide their children in becoming more environmentally conscious and responsible individuals, ensuring that they grow up with a balanced perspective on technology and nature.

In addition to monitoring and supervising their children's use of technology, parents should also educate them about the importance of environmental conservation. This education can be effectively imparted through engaging and relevant activities such as playing outdoors, gardening, or participating in environmental conservation programs. These activities not only provide children with hands-on experiences but also help them develop a deeper connection with nature. By engaging in outdoor play, children can explore and appreciate the natural world, fostering a sense of wonder and respect for the environment (Morrison, 2015). Gardening, for instance, allows children to learn about plant life cycles, the importance of soil and water, and the benefits of growing their own food. Participating in environmental conservation programs, such as community clean-ups or tree planting events, can instill a sense of responsibility and teamwork, as children see the direct impact of their efforts on their surroundings. Through these activities, children can develop friendly behavior towards nature and a genuine care for the environment. They learn to value and protect natural resources, understanding the role they play in maintaining ecological balance. This hands-on approach to environmental education is crucial in the digital age, where children are often more connected to screens than to the natural world (Rianti et al., 2022).

Therefore, the role of parenting in fostering environmental care in early childhood is multifaceted. It involves using technology wisely, teaching children about the importance of balance in using technology and caring for nature, and developing environmental awareness through relevant, engaging activities. By integrating these practices into daily routines, parents can help their children grow into environmentally conscious individuals who are equipped to make positive contributions to the world around them. Parental involvement in early childhood character building has a significant impact on the process. With the application of parenting being important, because it has a big role in the formation of children's character in accordance with the prevailing norms (Elan & Handayani, 2023).

However, in reality, many parents have not yet introduced their children to the importance of the environment. Based on interviews conducted by researchers with several parents, it was found that environmental awareness and a love for nature are often not instilled in children from an early age. Some parents believe that such values can be taught later when the child is older and more capable of understanding complex concepts. This delay in environmental education means that children miss out on developing a sense of love and responsibility for the environment during their formative years. As a result, they may grow up without a strong connection to nature or an understanding of the importance of environmental conservation. In addition, the parenting style also give big impact to the develop of environmental care in early childhood.

Based on the observations of researchers from various literatures, there are various kinds of parenting patterns used by parents in their environment. The parenting patterns in question are authoritarian, permissive and democratic parenting. Authoritarian parenting tends to have high control and low responsiveness. Authoritarian parents provide strict rules and implement discipline firmly, but lack in providing emotional support and understanding, so that many children develop independently and good skills. Meanwhile, permissive parenting tends to have high responsiveness but low control. Permissive parents tend to be tolerant of children's behavior without providing many restrictions or clear consequences, so children feel free and underdeveloped in self-control and responsibility. On the other hand, democratic parenting tends to involve children in the decision-making process and provide opportunities to participate in matters that affect life, so that children become independent, confident and responsible. In line with the findings that occur today in the field, there are still many parents using authoritarian parenting which causes children to be less concerned about their environment because the parenting done by parents who are busy working does not provide good examples and practices at home.

Therefore, this study will explore the crucial role of parents in fostering a sense of environmental care in early childhood, particularly within the context of the digital era. It will examine how various parenting patterns contribute to developing an attitude of environmental responsibility and awareness among young children. Specifically, the study aims to answer key questions such as: How do parenting patterns in the digital age encourage children to care for the environment? What kind of parenting style do parents use to instill a love for nature and environmental stewardship in their children? By addressing these questions, the study seeks to provide insights into effective parenting practices that can nurture environmentally conscious behaviors from an early age, ensuring that children grow up with a balanced understanding of technology and nature. This research will combine the results of several studies relevant to the topic. Thus, there will be a variety of information collected in one reference that is needed.

## 2. Method

This research employs a qualitative study design, utilizing a deep interview with the parents and literature review method to gather and analyze various scientific sources. The literature review is a critical component of this research as it provides the theoretical foundation and essential information necessary for selecting the research theme, constructing the framework, and guiding the overall research process (Ridwan et al., 2021). The primary aim of this study is to explore how parenting practices influence children's attitudes towards environmental care in the digital era.

Data collection is conducted through interview with 3 parents who have implemented pro-environmental parenting in daily activities. The data were collected using 5 indicator. In addition, the researcher also involves systematically searching for, evaluating, and selecting high-quality, relevant studies to support the data. The focus is on peer-reviewed articles and those with high citation counts to ensure the reliability and validity of the information gathered. The selected literature is then analyzed to extract data pertinent to the research topic. This analysis includes interpreting the results of the reviewed studies to identify patterns, trends, and gaps in the existing research.

## 3. Result And Discussion

### Result

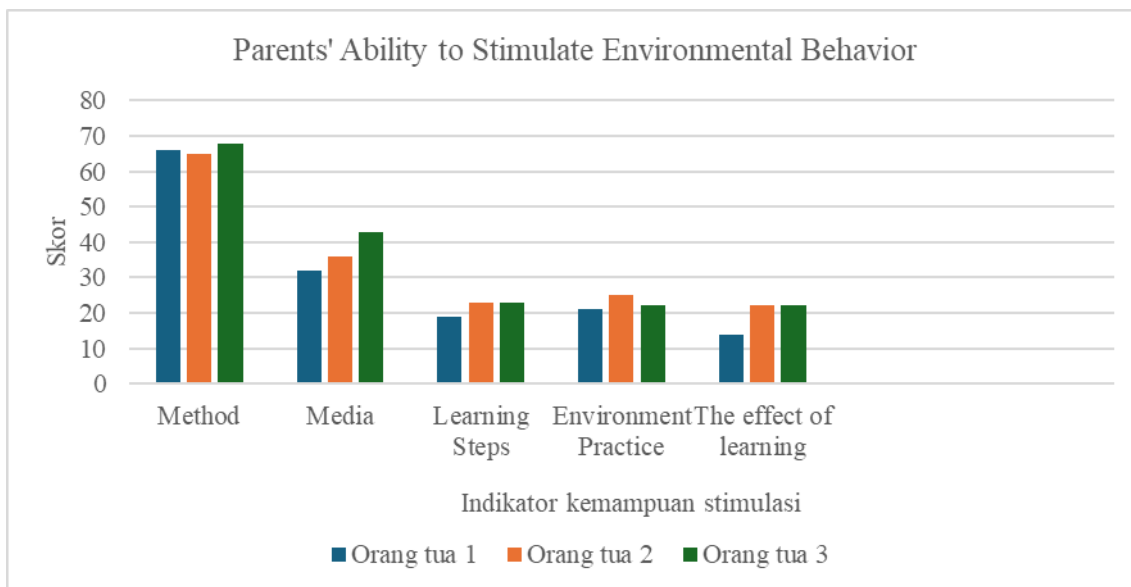
The researcher conducted the interview with three parents to see how the parents stimulate the environmental care to early childhood. There are 5 indicators which are method, media, learning steps, environmental practice, and the effect of learning. The researche try to find (1) are the parents use method to stimulate environmental care to the children? (2) Are the parents used media to introduce environmental care to the children? (3) Are they used the steps of learning to introduce this material? (4) Are they stimulate the environmental practice to the children? (5) What is the effect of this stimulate? . Here is the table of the result.

**Tabel 1. Parents' ability to stimulate environmentally care behavior**

Stimulation Ability Indicator	Parent 1	Parent 2	Parent 3
	Score	Score	Score
<b>Method</b>	66	65	68
<b>Media</b>	32	36	43
<b>Learning Steps</b>	19	23	23
<b>Environmental Practice</b>	21	25	22
<b>The Effect of Learning</b>	26	26	24

The table highlights parents' abilities to stimulate environmentally care behavior in early childhood across five indicators. Parent 3 shows slightly stronger skills, particularly in the use of methods (68) and media (43), while Parent 1 scores the lowest in media (32) and learning steps (19), indicating potential challenges in these areas. Parent 2 excels slightly in environmental practice (25), but overall, the differences between the parents are relatively small. This suggests that all parents could benefit from additional guidance or resources, especially in media utilization and structured learning steps, to enhance their effectiveness in fostering environmental care behaviors in children.

The table above also shows that 2 parents have used the right media to stimulate environmentally conscious behavior in children's activities at home. The thing that requires attention is direct practice with the surrounding environment. Parents tend to introduce environmental love to children only through media and learning without practicing it directly with the surrounding environment.



**Figure 1.** Plots of lineation (L) and FeO content showing negative correlation

The graph illustrates the abilities of three parents (Parent 1, Parent 2, and Parent 3) in stimulating environmental care in early childhood across five indicators: Method, Media, Learning Steps, Environmental Practice, and The Effect of Learning. Parent 3 demonstrates the strongest skills in Method (68) and Media (43), indicating a more effective use of teaching techniques and tools like videos or interactive materials, while Parent 1 struggles with Media (32) and Learning Steps (19), suggesting difficulties in leveraging media and structuring learning processes. Parent 2 shows strength in Environmental Practice (25), implying active engagement in real-world activities like recycling or gardening, which can be powerful tools for instilling environmental awareness. Interestingly, the Effect of Learning scores are fairly consistent across all parents, with only slight differences (26, 26, and 24), showing that despite variations in approach, the outcomes of environmental learning are relatively similar. This consistency underscores the potential for all parents to enhance their effectiveness by adopting structured learning steps and leveraging more creative media and methods, as well as sharing best practices in hands-on environmental activities.

## Parenting Style

The results of the findings conducted by researchers through the analysis of previous research journals related to relevant research topics.

### 3.1.1.1. Democratic Parenting

Democratic parenting shows that parents who use a democratic parenting approach tend to be more active in teaching their children about environmental issues. To raise children's awareness and improve the environment, parents use various digital tools, such as educational apps and learning videos. Democratic parents often invite children to talk about the impact of behavior on the environment. This increases children's understanding and commitment to environmental conservation.

### 3.1.1.2. Authoritarian Parenting

It shows that authoritarian parenting is more likely to give strict instructions without adequate explanation. This leads to children following orders without understanding the reasoning behind them, which reduces the environmental awareness-building outcomes in the long run. Children raised in authoritarian families are often less engaged in creative activities related to the early childhood environment. As a result, children naturally do not have the opportunity to build awareness about the children's environment.

### 3.1.1.3. Permissive Parenting

Permissive parents tend to allow their children to use technology excessively without supervising them properly. As a result, children are more often exposed to uneducative environmental content. Children often follow bad habits from unfiltered digital media and lack understanding of the importance of protecting the environment.

Parenting patterns have a significant influence on early childhood environmental awareness and care in the digital era. Democratic parenting is proven to be the most effective because it actively involves

children in the education process and provides in-depth explanations about the importance of protecting the environment. In contrast, authoritarian, permissive and uncaring parenting tends to be less effective because it does not provide the right balance between direction and care. According to this study, proper parenting, especially in the digital era, can have a significant positive impact on the formation of environmental care attitudes and behaviors in early childhood.

#### 4. Discussion

The discussion of this research was obtained through the analysis of previous research journals related to relevant research topics. This analysis was conducted by the researcher to gain a deeper understanding of the topic under study. Effective communication between parents and children in this digital era can be started by knowing and understanding the characteristics of children in the digital era, appropriate parenting in the digital era, strategies for building effective communication with idni age children in the digital era (Fitriani Dzulfadhilah et al., 2023). Wise and modern parents are able to go through these things so that children develop optimally and are sensitive to the surrounding environment. Parents can supervise and provide direction on positive content for children so that children can use technological developments in accordance with the stages of early childhood growth and development. Parents should not compare one child with another, as well as open communication and provide limitations or rules for using gadgets, then provide opportunities for children to be heard and understood so that children are not afraid and confident in doing something.

The role of parents in this supervision can foster critical thinking skills in early childhood, which will help children become critical and optimistic digital citizens. The ways that parents do this are by negotiating the use of gadgets, including time rules when playing gadgets, building positive interactions between parents and children and providing stimulation and approaches that are in accordance with the needs of children from an early age (Haenilah et al., 2021). Parenting is not enough to shape the environmental care character of every early childhood, but the support of the surrounding community also has a big influence. However, parenting is influenced by several factors including age, social status, economy, parental dominance, parental experience and child conditions. Thus the character of children's environmental concern can be seen from three characteristics, namely egoistic, altruistic and biospheric. So parents can evaluate well when it is not in accordance with the stages of early child development (M. R. Ramadhani et al., 2019).

According to Harlock, the importance of parenting is paramount in the parenting process in today's digital age. Parents should not use violence or pressure in educating children, but rather give freedom to children with close supervision to ensure optimal growth and development. Hurlock stated that parenting is the most effective in dealing with children in today's digital era. Parenting also reflects good behavior shown by parents to children. The process of interaction between parents and children in supporting physical, emotional, social, intellectual, and spiritual development begins from the time the child is in the womb until adulthood. Parents cannot avoid children from exposure to digital media such as watching television or using gadgets. Therefore, digital parenting is important so that the use of gadgets does not have a negative impact on children's development. However, if the use of gadgets is uncontrolled, it can hinder children's development (Rahmah et al., 2024).

The cultivation of moral and religious values in early childhood in the digital era is very important to shape good character. Parents and educators have an important role in guiding children towards good behavior and forming a resilient and ethical generation. Strategies for developing moral and religious values, such as setting examples, starting from simple habits, and involving children in daily activities, can help in instilling these values. Moral and religious education for children in the digital era is also important to prevent radicalism and extremism. Parents need to increase their children's assistance in using technology and limit their time using digital media. Thus, joint efforts with good and appropriate parenting habits in instilling religious and moral values in early childhood in the digital era can form an ethical and resilient generation (Maulida Della et al., 2023).

The cultivation of religious and moral values is carried out from an early age based on the Koran and hadiths which are adapted to the development and characteristics of children and children's abilities by using routine activity strategies such as greeting and shaking hands, morning journals, playing with friends, eating together with congregational zuhur prayers. Therefore, it is important to provide education in moral and religious values from an early age which aims to create children who have noble character when they grow up or in the future. Education of religious and moral values (NAM) is given to children from an early age through simple introductions about God's creation of nature and its contents. Then introduced to worship, especially prayer, ablution, care for the surrounding environment and habituation with Islamic nuances in order to form noble children's morals from an early age (Salasiah, 2021).

A person's personality as an adult cannot be separated from the education patterns applied by parents since childhood. Factors that can influence children's behavior such as family, friends and the community environment play an important role in shaping children's caring attitudes. therefore, the role of parents and the environment has a significant impact on children's caring attitudes in the future which is now in the digital era (Aulia Nurfazrina & Yusuf Muslihin, 2020).

The previous finding is that the parenting pattern applied by Bajo tribe parents has democratic characteristics and this shapes positive child character. In this parenting pattern, parents give trust to children by giving them the freedom to play in an early childhood environment. The importance of parents today notes that supervision of freedom of play is not only carried out by parents, but also through an agreement between parents and children. the result of this democratic parenting is the formation of independent and responsible children's character, one of which is that children can be independent and responsible for themselves and are able to protect the environment so that it remains sustainable (Dwi Kurnia et al., 2023).

There are three types of parenting patterns that affect the level of addiction to devices, namely authoritarian, democratic, and permissive parenting. Permissive parenting is associated with high levels of addiction in elementary school-aged children. This suggests that parenting has a significant role in determining the level of addiction to devices in children. Thus, it is important for parents to pay attention to the parenting style applied in educating children, because proper parenting can help reduce the risk of addiction to devices in children (Sepdianto et al., 2022).

In addition, there are parenting patterns in the family divided into four categories, namely authoritarian, permissive, uninvolved, democratic, and authoritative. Effective parents must be actively involved in educating their children by applying wise, positive, effective, constructive, and transformative parenting. Parents should encourage their children's growth without using violence, but rather by providing encouragement and controlled freedom to ensure their children's growth and development remain well-directed. In today's digital age, this kind of parenting becomes even more important. Effective parenting in the digital age is authoritative and democratic. These two parenting styles do not try to exclude children from the impact of the digital age, but help children become critical of the good and bad influences of technology. In addition, parents should understand the various applications that can educate and guide children, and guide children to use the technology positively and productively. Parents also need to supervise and guide children in using information media so that they do not neglect essential educational values (Nasrul, 2023).

Parents have a significant role in instilling the character of environmental care in children. Although aspects of environmental care are taught early on by parents, the formation of environmental care character in children is still influenced by various factors, including the living environment. Therefore, there needs to be a more holistic and integrated effort in educating children to have an awareness and caring attitude towards the surrounding environment. This emphasizes the importance of collaboration between parents, schools and communities in providing understanding and providing positive examples related to environmental care to future generations (Elmy & Winarso, 2019).

The role of parents, especially single parents, is very important in shaping the character of environmental care in early childhood. Research shows that single parents have a significant impact in strengthening children's environmental awareness through daily activities and positive habituation. Although there is a small proportion of single parents who are less active in strengthening environmental care character in children, the majority of parents are actively involved in this process. Therefore, this result confirms the importance of parents' involvement in educating their children to have an awareness and caring attitude towards the environment from an early age. The activities include various daily activities, such as teaching children to take care of the surrounding environment, giving responsibility in cleaning the house, organizing toys, and disciplining children in the use of goods (Yuliani Eka Putri, 2023).

Learning management involving the utilization of used goods in Learning From Home (BDR) activities has been done well. There is an integrated learning plan and the participation of children and parents is quite responsive and positive. This shows that this approach is effective in fostering environmental care attitudes in children from an early age. In addition, the data shows that children at Kober/TK Bunda Balita are starting to show progress in environmental care attitudes, which indicates the success of the applied learning approach. Therefore, this approach can be used as a reference in the development of a broader learning program to foster environmental awareness in children (Agustin et al., 2021).

The importance of instilling the character of caring for the environment from an early age through the introduction of caring behavior towards plants. Plants are considered an inseparable part of the natural environment that provides benefits for all living things. The role of teachers and parents is very significant in shaping children's character, although the environment and society also have an impact. Every character that is formed will have positive and negative sides. The implementation of the introduction of the character of caring for plants is expected to be integrated in learning by paying attention to competency standards and child development, as well as involving interesting and meaningful activities. The emphasized school culture is also an important factor in strengthening the cultivation of this character (Farida et al., 2022). Learning and practicing

environmental care in children is essential to prevent environmental damage and improve the environment, focusing on things like caring for plants and disposing of trash in its proper place (Sari et al., 2022).

To prevent serious ecological disasters, it is important to instill the character of environmental care from an early age. This is done through character education that aims to shape human awareness and responsibility for the environment. Planting the character of environmental care must begin as early as possible, both through family education and formal and informal educational institutions. Thus, individuals who have a strong environmental care character will continue to maintain a caring attitude towards the environment throughout their lives, helping to prevent actions that damage nature and reduce the risk of ecological disasters globally (Jayawardana, 2016).

## 5. Conclusion

The study highlights that while parents have made efforts to stimulate environmental awareness in children, there remains a notable gap in direct, hands-on approaches. Parents primarily rely on electronic media, such as videos, games, or apps, to introduce environmental concepts. While this method helps children understand and recognize the importance of environmental care, it often fails to foster a deeper sense of connection and responsibility. Children may learn about recycling or conserving water, for instance, but without practical experiences, this knowledge remains abstract and less impactful.

The findings emphasize the critical role of direct environmental practices in bridging this gap. Activities like watering plants, properly disposing of garbage, feeding stray animals, and engaging with the immediate environment offer children tangible, sensory experiences that make environmental care more relatable and meaningful. These actions not only help children internalize the significance of their contributions but also cultivate habits and values that are likely to persist into adulthood. By integrating such hands-on activities into their parenting strategies, parents can move beyond awareness and foster a genuine sense of stewardship and empathy for the environment in their children. This underscores the need for a balanced approach that combines educational media with immersive, real-world practices.

In addition, it is also found that it is found that parents have an important role in guiding children in understanding and developing caring attitudes towards the environment from an early age. Parents are responsible for providing developmentally appropriate parenting in the digital era, including the wise use of technology. Various parenting styles are used by parents, including authoritarian, permissive and democratic parenting. However, democratic and authoritative parenting tend to be more effective in shaping the character of environmental care in children. Planting religious and moral values from an early age is important in shaping the character of children who care about the environment. Parents and educators have a role in providing positive examples and educating children about the importance of balance between the use of technology and caring for nature. Parents need to be actively involved in children's learning, both at home and at school, to instill an attitude of environmental care. Parents can use various learning media, such as flash cards, magic straws, and pop up book media, and invite children to participate in outdoor activities and environmental conservation activities. Environmental awareness needs to be instilled from an early age through the introduction of caring behavior towards plants and the prevention of ecological disasters. With strong character education from an early age, individuals can help prevent actions that damage nature and reduce the risk of ecological disasters globally.

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