

THE INFLUENCE OF THE FAMILY ENVIRONMENT ON THE DEVELOPMENT OF GENERATION ALPHA IN BANDUNG CITY AND BANDUNG REGENCY, WEST JAVA

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Abstract

This study aims to explore the influence of the family environment on the development of children from Generation Alpha in Bandung City and Bandung Regency. Using a quantitative design, this research involved 300 respondents, consisting of children aged 5 to 14 years and their parents. Data collection methods included questionnaires, semi-structured interviews, and direct observations. The findings indicate that family structure, parenting style, communication quality, and emotional support from the family significantly impact children's cognitive, social, and emotional development. Statistical analysis revealed that children from nuclear families had higher cognitive scores, authoritative parenting was associated with improved social skills and emotional well-being, and good communication and emotional support were linked to reduced stress and increased happiness. This study emphasizes the importance of creating a stable and supportive family environment to support the optimal development of Generation Alpha children and provides recommendations for family practices and future research.

Keywords: Family Environment, Generation Alpha, Child Development

1. Introduction

Generation Alpha, encompassing children born from 2010 to the mid-2020s, is the first generation to grow up entirely in the digital age. They are known as true digital natives, with widespread access to advanced technology from an early age. According to Mark McCrindle, a demographic expert and author on generations, Generation Alpha will be the largest generation in history to experience rapid technological changes (McCrindle, 2014).

Key characteristics of Generation Alpha include rapid adaptation to technology and a tendency to learn through digital experiences. Research by Dr. Angela Duckworth, a renowned psychologist, shows that children in this generation often exhibit high multitasking abilities and quick responsiveness to digital information (Duckworth, 2016). However, intensive exposure to technology also raises concerns about potential negative impacts on social skills and emotional development.

Dr. Sherry Turkle, a professor at MIT and author of "Reclaiming Conversation," warns that excessive reliance on digital devices can hinder the development of direct communication skills and empathy in children (Turkle, 2015). Therefore, understanding the role of the family environment in this context is crucial for supporting the development of Generation Alpha in a balanced way.