

## THE INFLUENCE OF RENSIA SANVIRA TIKTOK ACCOUNTS FOR PARENTS INFORMING CHARACTER STRENGTHENING OF CHILDREN AGED 2 TO 6 YEARS OLD

**Salsa Nur Haliza\***

UIN Syarif Hidayatullah Jakarta, Indonesia  
[salsa.nrh1za21@mhs.uinjkt.ac.id](mailto:salsa.nrh1za21@mhs.uinjkt.ac.id)

**Putty Anggie Septiani**

UIN Syarif Hidayatullah Jakarta, Indonesia  
[putty.anggie21@mhs.uinjkt.ac.id](mailto:putty.anggie21@mhs.uinjkt.ac.id)

**Wahyunengsih**

UIN Syarif Hidayatullah Jakarta, Indonesia  
[wahyu.nengsih@uinjkt.ac.id](mailto:wahyu.nengsih@uinjkt.ac.id)

### ABSTRACT

*This study aims to find out whether Rensia Sanvira's TikTok content affects character strengthening in children aged 2-6 years. In this study, the authors took the data by filling out a questionnaire with closed answers using google Forms. The object of the study is parents (born 1980-1999) who looked at Rensia Sanvira TikTok content and had children aged 2-6 years, with a total of 26 people. The research method used in research is a qualitative research method, with the approach used in the study being the content analysis approach. Based on the author's research, it can be divided into two parents who see Rensia Sanvira content (73.1%) and who do not see Rensia Sanvira content (26.9%). The results of filling out the questionnaire (94.7%) get a method of strengthening character in children through Rensia Sanvira content (94.7%). The technique given by Rensia Sanvira, through its content, affects the development of supporting the nature of children at home. Rensia Sanvira suggests character strengthening education in children through its content, namely: 1) Maintaining good communication and 2) Having an attitude of respect towards children. Based on the research results that the author conducted, it can be concluded that Rensia Sanvira TikTok content helps and affects the strengthening of the character of children aged 2-6 years who uphold the values of kindness make children have good morals and ethics for further personal development.*

**Keywords:** *strengthen character, character education, early childhood*

### ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui bahwasanya apakah konten TikTok Rensia Sanvira berpengaruh terhadap penguatan karakter pada anak usia 2-6 tahun. Dalam penelitian ini, penulis mengambil data dengan cara mengisi kuesioner dengan jawaban tertutup menggunakan google form. Objek penelitian, adalah orang tua (kelahiran 1980-1999) yang melihat konten tiktok Rensia Sanvira serta memiliki anak usia 2-6 tahun, dengan jumlah partecipan 26 orang. Metode penelitian yang digunakan dalam penelitian adalah metode penelitian kualitatif dengan pendekatan yang digunakan dalam penelitian

adalah pendekatan analisis isi. Berdasarkan penelitian yang penulis lakukan, dapat dibagi dua orang tua yang melihat konten Rensia Sanvira (73,1%) dan yang tidak melihat konten Rensia Sanvira (26,9%). Hasil pengisian kuesioner sebanyak (94,7%) mendapatkan metode penguatan karakter pada anak melalui konten Rensia Sanvira, (94,7%) metode yang diberikan Rensia Sanvira melalui kontennya berpengaruh terhadap perkembangan penguatan karakter anak di rumah. Pendidikan penguatan karakter pada anak yang disarankan Rensia Sanvira melalui kontennya yaitu: 1) menjaga komunikasi yang baik 2) memiliki sikap respect terhadap anak. Berdasarkan hasil penelitian yang penulis lakukan, dapat disimpulkan bahwa konten tiktok Rensia Sanvira membantu serta berpengaruh terhadap penguatan karakter anak usia 2-6 tahun yang menanamkan nilai-nilai kebaikan sehingga menjadikan anak memiliki akhlak dan budi pekerti yang baik untuk pengembangan pribadi selanjutnya.

**Kata Kunci:** penguatan karakter, pendidikan karakter, anak usia dini

## INTRODUCTION

Moral problems are problems that will never stop being studied and explored. Every day, people are faced with problems that are increasingly diverse and more complicated. The more complex the problem, the more difficult it will be to solve. Especially in this digital era, access to information and communication is increasingly accessible, leading humans to be quickly affected by its impact. On the one hand, morals as a high value and acts of behavior based on the noble values of religion will lead man to the highest degree of humanity, both on the human side and the side of Allah SWT.

On the other hand, uncontrolled morals and not based on the noble values of religion will result in very unexpected damages and losses. Dr. Ali Abdul Halim Mahmud argues that the intended damage is the release of the moral value of human morals in general, caused by his lust, not just those that come out or deviate from the value of Islamic moral values, as described in the Qur'an and sunnah. Meaning: "..... And indeed most (of men) want to mislead (others) with their lust without knowledge. Surely your Lord, he is the one who knows better those who transcend boundaries." (QS. Al-An'am [6]: 119). (Mahmud, 2004)

Morals are often associated with character education in the educational environment. Various efforts are made to overcome this increasingly severe moral problem. Education becomes the primary target for instilling commendable character in humans. Character education in academic units, including early childhood education, is not new. All academic departments have carried it out to a certain degree. But several factors require the strengthening of character education (Jumiati, 2021).

Various efforts are made to realize a generation of character in Indonesia. In school, for example, the implementation of school activities loaded with habituation of noble character will foster noble character or morals in students. Especially if there is a learning in the classroom that prioritizes the fulfillment of affective competencies of students, it will significantly help implement one of the goals of national education, namely realizing a generation of character.

Ki Hajar Dewantara (1962), *The Father of Indonesian Education*, stated that "Education is an effort to advance the growth of ethics (inner strength, character), mind (intellect) and child's body. Those parts must not be separated so that we can advance the

perfection of our children's lives" (book 1). Furthermore, he also said that Education must strengthen the four dimensions of character management, namely heart, taste, thought, and sports. These four dimensions are an essential part that is interrelated in every learning process. (Hasbi et al., 2019).

The nation's character is an essential aspect of the quality of human resources because the quality of the nation's character determines the progress of a nation. Quality characters need to be shaped and nurtured from an early age. Early age is a critical period for forming a person's character. Freud said that the failure to cultivate a good personality at an early age would create a troubled person in his adulthood. The success of parents guiding their children in overcoming personality conflicts at an early age determines the child's success in social life in adulthood. (Muslich & Karakter, 2011).

On the other hand, character development must systematically and continuously involve aspects of "knowledge, feeling, loving, and action" to be sturdy and strong. Borrowing the Sunaryo language, character education is a lifelong education, as a development process for human beings. Character education must be multilevel and multi-channel because it is not possible only carried out by the school, but the family also helps form the child's character. Character formation needs transparency and natural behavior in an authentic life setting and cannot be built instantly. (Solechuddin, 2008) Early age is a period of preparation for the whole school, so good character development at an early age is a significant thing to do.

Through the content of The TikTok account, Rensia Sanvira provides many benefits for its followers, one of which is character formation in children aged 2-6 years. The often raised content also varies, one of which is tips on how to educate patterns to become a submissive child.

This study is related to online parenting to identify Rensia Sanvira content and whether the method suggested by Rensia Sanvira content affects the formation of child character by mothers who watch the content and have children aged 2-6 years. Based on this, what was researched to identify "The Influence of Rensia Sanvira Tiktok Account in The Formation of Children Aged 2-6 Years".

## RESEARCH METHODS

The research method used in this research is the qualitative research method. The approach used in this study is the approach to content analysis. The purpose of content analysis is to organize and draw meaning from the data that has been collected and draw realistic conclusions based on the accumulated meaning. Through content analysis, the author can process any kind of written data, just as is an open-ended question in a questionnaire, so the author decides to use a questionnaire containing open-ended questions and also use questionnaires containing closed questions as a data mining technique.

The technique of determining participants used in this study is *purposive sampling*. There are no specific criteria for determining the number of respondents to be studied. Participants in the study were 19 mothers born from 1980-to 1999 who filled out questionnaires in the form of honest answers and seven mothers taken from 1980-to 1999 who filled out questionnaires

in closed solutions. Of the participants as a whole, 27 participants were divided into two groups according to their decision, namely the decision to agree on the pattern of teaching mothers to shape the character of children influenced by the content of TikTok Rensia Sanvira 19 (84.2%) participants and the decision not to approve the pattern of teaching mothers in shaping the character of children influenced by the content of TikTok Rensia Sanvira as many as 7 (15.8%) participants living in Indonesia.

## RESEARCH AND DISCUSSION RESULTS

Based on questionnaires spread randomly by the author, here are the results of respondents' answers to the questions answered by him in the form of tables and explanations below.

NO	Instrument	Yes	No
1.	Do you watch Rensia Sanvira TikTok account?	$19/26 \times 100\% = 73,1\%$	$7/26 \times 100\% = 26,9\%$
2.	Does the mother or father know about character formation in children aged 2-6 years from the content of "Rensia Sanvira"?	$17/19 \times 100\% = 89,4\%$	$2/19 \times 100\% = 10,5\%$
3.	According to Mom or Father, does the content of "Rensia Sanvira" help form characters at the age of 2-6 years?	$19/19 \times 100\% = 100\%$	$0/0 \times 100\% = 0\%$
4.	Is the pattern of teaching mother or father at home influenced by the content of "Rensia Sanvira"?	$16/19 \times 100\% = 84,2\%$	$3/19 \times 100\% = 15,8\%$
5.	Do the mother or father get character-forming methods in children from the "Rensia Sanvira" content?	$18/19 \times 100\% = 94,7\%$	$1/19 \times 100\% = 5,3\%$
6.	Does the content of the "Rensia Sanvira" effect shape the character of the mother or father's child?	$18/19 \times 100\% = 94,7\%$	$1/19 \times 100\% = 5,3\%$
7.	Is the content of "Rensia Sanvira" following the expectations of the mother or father in character formation in children?	$18/19 \times 100\% = 94,7\%$	$1/19 \times 100\% = 5,3\%$
8.	Is the character formation method suggested by the content of "Rensia Sanvira" well responded to by the child?	$18/19 \times 100\% = 94,7\%$	$1/19 \times 100\% = 5,3\%$
9.	Is there a significant change in the child's attitude from the method given by "Rensia Sanvira" content?	$18/19 \times 100\% = 94,7\%$	$1/19 \times 100\% = 5,3\%$
10.	Does the mother or father think "Rensia Sanvira" content is a	$19/19 \times 100\% = 100\%$	$0/0 \times 100\% = 0\%$

	recommendation for forming character in children aged 2-6 years?		
Keterangan : $a/b \times 100\% = n$ a = Number of respondents b = Number of respondents as a whole n = results obtained in the form of a percent (%)			

Based on the author's research, TikTok Rensia Sanvira content contains videos of character strengthening in early childhood and provides tips on educating children's characters to be better. One of the contents of TikTok Rensia Sanvira is <https://vt.tiktok.com/ZSdmKFjCD/> which explains tips on how to educate children to become obedient children. Through its content, Rensia Sanvira explained that there are two tips to make the child's character compliant, namely:

#### Good Communication

In the general dictionary of Indonesian, communication is "relationship" or "relationship" (Poerwadarminta, 1992). According to Pius A. Partanto and M. Dahlan Al-Barry, relationships, and familiarity define communication and mutual relations between human beings (Al Barry & Pius, 1994). So communication is a reciprocal relationship between each other and occurs when there is a similar meaning about a message conveyed by the communicator and received by the communicant.

#### Respect for Children

Respect is recognizing, appreciating, and accepting what it is, not fooling, openly accepting opinions and views without judging or reproaching, being open to communicating with them and not only appreciating academics, providing psychological security, and giving successful experiences to them (Paterson, 1973). One of the basic principles of communicating effectively is to provide honest and sincere rewards. They need to be appreciated, a need that must meet. In the managerial concept, to arouse enthusiasm and encourage others to do the best things is to give sincere appreciation (Eliasa, 2011).

Based on research conducted by filling out a questionnaire with closed answers, the results showed the answer to the question "Whether the content of "Rensia Sanvira influences the pattern of teaching mothers or fathers at home" " showed results (84.2%) or as many as 16 participants teaching patterns influenced by Rensia Sanvira content. The questionnaire "Whether the content of "Rensia Sanvira" is influential in shaping the character of the mother/father's child" showed results (94.7%) or as many as 18 participants showed that "Rensia Sanvira" content affected the formation of children's character at home (Participant Results, 2022).

Meanwhile, several questionnaires showed that the results (15.8%) or teaching patterns of mothers or fathers at home were not influenced by Rensia Sanvira's content. As many as (5.3%) showed that the content did not affect character development in children aged 2-6 years (Participant Results, 2022).

Thus, this research shows that Rensia Sanvira's TikTok content affects the formation of children's characters by parents who see the content and have children aged 2-6 years. So through its content, many provide tips and tricks for strengthening characters in the Golden Age. Where the child imitates what he sees is not just an order.

Based on this research, parents who view Rensia Sanvira's TikTok content should understand that character education and character strengthening are not the only we can get through online parenting like this. Parents, families, and schools also have an essential role in shaping and strengthening children's character to become better people.

This study also made researchers know whether it is true that Rensia Sanvira's TikTok content affects the development and strengthening of character in children aged 2-6 years. This study is also to make parents who see Rensia Sanvira's TikTok content know how beneficial and impact Rensia Sanvira's content has on their followers in strengthening the character of children aged 2-6 years.

By strengthening the character involved in the education system, children can understand, feel, live, and practice the values of virtue (moral), be it moral knowing, moral feeling, and moral action that must be instilled early to encourage the birth of good children (human Kamil). The growth and development of good character encourage children to grow with their capacity and commitment to do the best things, do everything right and have a good purpose (Valiana et al., 2020). Practically speaking, character strengthening education is a system of instilling good values to school residents that include components of knowledge, awareness or will, and actions to carry out these values, both about God Almighty (YME), fellow humans, the environment, as well as Nusa and the nation to become a complete human being (human Kamil) (Kemendiknas, 2010).

According to Suyanto, there are at least nine pillars of character derived from universal values as follows:

- a. Love of God and all His creation
- b. Independence and responsibility
- c. Honesty or trust
- d. Respect and courtesy
- e. Generous, helpful, and cooperative
- f. Confident and hardworking
- g. Leadership and justice
- h. Kind and humble

Tolerance, peace, and unity. When the nine pillars are genuinely understood, perceived goodness and necessity in life, and manifested in everyday behavior, this is the expected character education (Akhmad Muhaimin Azzel, t.t.)

Therefore, this study proves that education strengthens children's character, not only parents get through books. The development of the times also has an influence. Parents can already access info tips and tricks for strengthening feelings in children anywhere, such as The Rensia Sanvira Tiktok account, whose content contains educational videos for parents.

Based on the results of observations at the data collection stage, researchers do. It can be explained that Rensia Sanvira's TikTok content on the character development of children aged 2-6 years impacts character development, considering the use of this TikTok application which is famous and very popular in all circles.

Based on the results of observational studies showed the impact of Rensia Sanvira TikTok content on strengthening the character of children aged 2-6 years, both in terms of positive and negative but dominant to positive (observation results) for the impact is as follows: Positive Aspects

In terms of positivity, it is the same as the content that has a positive range if used well (Participant Results, 2022). According to the observations of TikTok content researcher Rensia Sanvira has a positive impact as follows: 1) Many small things that are told by Rensia Sanvira's TikTok content turned out to significantly affect character strengthening in children aged 2-6 years. 2) Tips and tricks are easy to understand and understand my parents who see Rensia Sanvira TikTok content. 3) Tips and Tricks are not easy to make children bored.

#### Negative Aspects

The negative impact obtained in Rensia Sanvira TikTok content on strengthening the character of children aged 2-6 years is: 1) Not all tips and tricks are responded to well by children; it takes time for children to get used to the tips and tricks suggested by Rensia Sanvira's content. Based on the study results also, as much as (5.3%) of character strengthening is not influenced by the content of Rensia Sandra. (Hasil Participan, 2022) According to researchers, back again how parents handle children also determines what will be followed the child's attitude in the future.

## CONCLUSION

Character strengthening begins early because early age is a critical period in individual development. Strengthening the character of children is not only carried out by teachers, but parents also have the main task of carrying out children's feelings at home.

Strengthening the character of early childhood involves instilling commendable attitudes by religious teachings, nationalism, society, and the environment around the child, and admirable philosophies for the benefit of the child's own life. Were cannot carry out planting commendable attitudes in a short time, and it takes continuity through habituation, for example, giving advice and strengthening children early on whenever showing admirable behavior or attitudes.

Based on the description above, it can be concluded that Rensia Sanvira TikTok content affects character strengthening in children aged 2-6 years, namely changing children's attitudes and habits for the better. As an example of the method given to the content "want children to have a process" and "change the habits of children to know the time when playing smartphone" quite successfully in parents who have children aged 2-6 years and (100%) or which means 19 participant suggests Rensia Sanvira TikTok content as education strengthening children's character for parents at home.

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