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# Gender Role Shifts In Millennial Families In Makassar, Indonesia

## Syamsidah<sup>1</sup>, Jusniar<sup>2</sup>, Amir Muhiddin<sup>3</sup>, Syarah Syam Amir<sup>3</sup>

(Universitas Negeri Makassar, Indonesia) (Universitas Muhammadiyah Makassar, Indonesia)

#### Abstract:

**Background:** Makassar, as a metropolitan city, is full of millennial families who grow very quickly. This is because the city has the vision to be the world's smartest city, an intelligent city with communities whose mindset and attitude are connected with the internet. This study aims to identify how millennial families in the city define gender roles and their implications.

Materials and Methods: The study employed a phenomenological design. Research informants were millennial families in Makassar city with different educational and professional backgrounds. The total number of informants was 25, consisting of 10 males and 15 females. Their professions included civil servants, private sector employees, entrepreneurs, and nonformal workers. Five graduated from Senior High School, 17 respondents had bachelor's degrees, and three others had master's degrees. Data were collected through observation and interviews from June to August 2022. Besides that, we also documented various relevant literature and journals. Data were analyzed through a qualitative descriptive approach (componential analysis).

Results: The findings described a gender role shift in the millennial families in Makassar city. In this case, men turned to domestic tasks like cooking, cleaning, and caring for children. While women had the chance in a more formal public path like earning for families. Another finding shows that the main factors leading to the role shift include a) long-term financial maturity target and b) advances in information technology. Gender role shifts had both negative and positive implications for millennial families. Working wives usually did not get full support from their husbands as they did not take over the responsibilities of domestic tasks generally performed by women. It was also found that independence led women to be delirious, perceiving to have a higher position than their spouses, and not obeying them, implying family disharmony.

Conclusion: The life of millennial families illustrates the existence of gender equality between the roles of men and women. Data obtained from the interviews show that men could do domestic tasks like cooking, cleaning, and caring for children. On the other hand, women can be on more formal paths like working to support families' economy. In terms of parenting, millennial parents in Makassar city always tried to implement the roles above in their daily lives. Parents realized that the era had changed and authoritarian parents were no longer applicable. The harder they were towards the children, the more defensive the children and the more likely they stay away from their parents. The informants also believed that to prevent negative external influences, they tried to adapt to current developments and become more communicative. This generation also makes maximum use of technology, such as for children's education, shopping, and knowledge in childcare

**Keywords**: Shifting, Gender Role, Millennial Family

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## I. Introduction

Millennial families were born between 1981 and 1994. The group is divided into the Z generation, born between 1995 and 2020, and the Alpha generation, born from 2011 to the present. The millennial generation socializes in family and society built by social institutions influenced by revolutions in communication and information called Industrial Revolution 4.0, which is identical to automatization and artificial intelligence. This generation is an active user of social media, cellular ware, and applications, allowing them to keep connected with their colleagues and families (Alois & Wisnuhardana, 2018; Cholilawati et al., 2015)

According to experts, the millennial generation is different from the earlier generation, including the baby boom, which was born in the 1960s. One of the uniquenesses of the millennial generation is that they are more confident, independent, and free. This is due to the facilities that allow the distribution of information much faster without a time border. Besides that, the millennial generation is more visionary and innovative in science and technology (Achmad et al., 2019).

Then, strong confidence, independence, and freedom influence their preferences on gender roles. They believe that males and females have similar dimensions in life. Changes in mindset and attitude are shown, especially by men in the distribution of work and domestic tasks like cooking, washing, and caring for children. It shows that millennial families are currently experiencing meaningful gender roles, and they accept that men and women have to collaborate to build, maintain, and develop the family (Putri et al., 2015; Sulistyowati, 2021).

Besides that, the uniqueness of millennial families, including being confident, independent, and free, affects how they raise their children. It is different from the older generation, which is rather conservative and authoritarian. They are more progressive and democratic, prioritizing building children's responsiveness without intimidating them. In general, millennial parents believe that allocating time to play with their children is necessary. Millennial families even give freedom for the children to determine their own targets. Besides that, millennial parents are more emphatic and always try to adapt to their children, who are continuously transforming. A more democratic and open approach colors how millennial families make decisions (Fuadah, 2021).

The shifting of gender roles in millennial families is also influenced by social media. To educate their children, they usually search for inspiration on social media, supported by the advancement of the internet. They usually socialize and learn the children's educational patterns through the internet by sharing with experts or other parents in a virtual forum. Besides that, the millennial family has a tendency to learn from the internet and apply the knowledge in their families. They ask for recommendations and search for knowledge on the Internet to build their families more effectively (Putri & Miharti , 2021).

Millennial families are very concerned about their children's education. They prepare for it much earlier. Using technology which is continuously evolving, the children of millennial families are prepared as ideal as possible for their future. Millennial parents prepare their children's identities by selecting a unique name. Nowadays, children's names are more varied to avoid similarities. They are taught to stand out more than other people around them. Even, millennial parents have prepared many things before planning to have a child. Thus, children born from millennial families have a more organized and well-planned future. Millennial families are also aware that finances in the future will be more challenging, so they prepare it as early as possible. Many young families have prepared funds for their children's education from an early age, such as by investing in mutual funds, stocks, or bonds. It aims to facilitate children to freely maximize their potential without financial problems. Financial readiness is also one of the characteristics of the millennial family. Although many believe that children have their own fortune, millennial parents believe it must be prepared carefully. (Syamsidah, et al., 2021; Amalia, 2018). Makassar, as a metropolitan city, is full of millennial families who grow very quickly. This is because the city has the vision to be the world's smartest city, an intelligent city with communities whose mindset and attitude are connected with the internet. This study aims to identify how millennial families in the city define gender roles and their implications.

#### II. Material And Methods

The study was carried out in Makassar, a city where a large number of millennial families resided. In this city, the economic activities of including millennial families fluctuated. The total population was 1,571,814. It is a qualitative study with a phenomenological approach describing the phenomenon of gender shifting of millennial families in Makassar City, including how it happened and the implications. The research informants were millennial families in Makassar city. We carried out interviews from June to August 2022. The informants were from various educational and professional backgrounds. We interviewed 25 people consisting of 10 men and 15 women. Their professions were civil servants, private employees, entrepreneurs, and nonformal workers. In terms of educational background, five of them graduated from senior high school, 17 respondents had bachelor's degrees, and 3 others had master's degrees. Data were collected through observation, interviews, and documentation. Data were analyzed using the componential analysis technique based on the research goals and focuses. Data analysis was performed through three simultaneous processes, namely data reduction, data presentation, and conclusion (verification) (Milles, 1989; Creswell & Morales, 2007).

#### III. Result

#### **Description of Millennial Families in Makassar City**

The millennial families are described through two aspects, the first is related to gender equality, and the second is related to the parenting style. Gender equality can be seen from the observation and interviews illustrating that males can perform domestic jobs like cooking, cleaning, and babysitting. On the other hand, women can be on more formal paths like earning to support the family economy. Some study informants mentioned that husbands generally allow their wives to earn for the family at home or outside. One motivation is to have a wider connection, enrich knowledge, and sharpen their skills even on something they did not know before.

Then, the male informants admitted that, in the end, their wives got higher salaries than theirs. The males had worked for years and earned for their families, but their salaries needed to be higher due to the increased

number of family members. When wives also take the role of supporting the family economy, the income of these wives even exceeds the income of their husbands. In general, these male informants did not mind if their wives' income was higher, of course, as long as the wives did not forget their main responsibilities as wives and mothers.

In terms of childcare, the informants of this study prefer a democratic approach. They believe that times have changed, so they can no longer act as authoritarian parents. The harder they are towards the children, the more likely they get defensive and stay away from them. The informants also believed that rather than their children being influenced by irresponsible external parties, they chose to adapt to current developments and become more communicative. This generation also makes maximum use of technology, such as for children's education, shopping, and knowledge in childcare (Amalia, 2018).

### **Factors leading to role shifts**

The factors shifting roles are revealed in two main ways. The first is long-term financial maturity, and the second is the advancement of Information Technology. Financial maturity is likely to be triggered by unstable economic and political conditions. This is the main motivation for many women to seek additional income to stabilize the family economy. Millennial families are fully aware of the importance of preparing for financial maturity in various ways. As described by informants, they make careful financial planning and try to work to provide additional income for their families. They do various things, such as stock ownership, buying land or buildings for investment, mutual funds, gold, or crypto. This aims to prepare their finances for the future.

Advances in Information Technology have also contributed to shifting gender roles. Because the development of social media has brought positive and negative impacts to the global world, this has also influenced women to think more about the future. In this regard, they have been able to identify many opportunities for their advancement, both socially and economically. There have been many successful women in careers and as housewives. The ability to balance these two things is one of the strengths that not everyone has. Most informants stated that they intensively use social media to increase their knowledge about parenting. @Tips on children's education, @dikducation.anak, @duniakudisini, @adi.indonesia, @rumahghozi, @yoursisterbunga, and @dinding.anak.islami are examples of Instagram accounts that provide information, knowledge, and consultations regarding childcare that informants use. From the posts on these accounts, they gain knowledge on how to raise children differently from the educational methods they received in childhood. (Indriani & Yemmardotillah, 2021).

### **Implications**

It is undeniable that shifts in gender roles can cause tension if one party, the husband or wife, does not support the other. Several informants stated that working wives could cause problems, especially if they already had children. Problems that arise in child care is an issue that must receive attention. When doing activities at home, a wife is, of course, fully responsible for their children and other domestic matters. The mother is fully responsible from when the child wakes up in the morning until he rests at night. It also applies to domestic tasks like cleaning, cooking, and washing.

Informants who had jobs were fully aware that because they worked, they had more responsibilities. Apart from being wives and mothers, they were also responsible for the family economy. They had more diverse activities both inside and outside the home. They usually became resellers or made and sold certain foods or clothes. Such work was usually manageable for them to carry out domestic tasks. However, informants who worked outside the home, such as state civil servants, private employees, or informal sector workers, had more difficulty completing domestic tasks. If the husband did not support this role shift, it would cause problems in the household.

The majority of informants stated that important decisions in the family were made mutually. They normally decided where to live, what types of vehicles to purchase, their children's school, types of investment, etc. the condition had been running for years in their marriage. However, once the wives got a job, it was rather difficult to find a proper time to discuss those matters. Chances for having time quality time were reduced and affected their relationship.

Another problem mentioned by the informants was that an increase in the economic level did bring not only positive impacts but also negative ones. The party earning higher will usually live more hedonistically and underestimate their spouse. One of the informants decided to divorce for the consideration that his spouse did not respect him anymore. His wife was initially very obedient and appreciative of him but changed into a different person, socializing without limits and wasting her earnings to buy expensive things. Moreover, she dared to speak rudely to her husband, considering his income to be less. This informant believed that even though the wife helps the family economy, the man was still the leader in the household and must be obeyed and served based on his rights.

## IV. Discussion

## Description of Millennial Families in Makassar City Gender Equality

In general, the gender-based roles of millennial families in Makassar City have shifted, especially from domestic to public roles. Women are used to be portrayed as emotional, obedient as well as gentle creatures, while men are firm, rational, mighty creatures of God (culturally learned behavior). However, this study proved otherwise that women are the same as men. In the interviews, many informants said that a man might carry out domestic activities such as cooking, cleaning, and looking after children. Likewise, they say that women are allowed to be on more formal paths, like working to help the family economy (culturally assigned behavior).

The finding above at the same time, opposes the opinion that the patriarchal social order tends to deny the issue of justice and that men still play a more dominant role, both in the household and in the public sphere (Sulistyowati, 2021). This opinion is also supported by (Sumiyatiningsih, 2013) that the partnership relationship upholds equality between men and women or husband and wife in the family. Decision-making is often taken through discussion. In partnership relationships, the needs of each are considered. Husband and wife support and treat each other as friends.

#### **Parenting**

This study reveals an interesting phenomenon among millennial parents in Makassar city. They believed that the era had transformed. Authoritarian parents are no longer relevant nowadays. Strictly treating children potentially makes them defensive and makes them stay away from their parents. Parents believe that to prevent their children from the negative influence of society, they should be more communicative with them (Haq, 2020). Millennial parents should always introspect themselves and be aware of their roles in democratic parenting. As educators, parents should teach the values of morality, discipline, dependency, and responsibility early with simple examples. They should always motivate their children to solve problems in the future. Becoming a parent takes work. Children will imitate their attitude, words, and behavior. Parents should allocate time and give enough attention to their children to communicate. Although parents should not intervene with their children, they still need to guide and advise them. Parents have to always teach good and polite communication skills as they are beneficial for the children's socialization in the future (Fitria & Widjayatri, 2022).

## The Implementation of Technology

Millennial parents have had a closer relationship with their children since the education was carried out online. The dependency on technology starts from the children's need for technology for their education. It then transformed into the main source as most of their activities for their knowledge and skill development are carried out using technology. Parents should be involved not only by understanding technical matters or terminologies related to the gadget, but they should always supervise and guide children in utilizing information technology. Parents' supervision and guidance are the keys to good and positive children's digital literacy (Fuadah, 2021). Facebook, Instagram, Whatsapp, and TikTok have become our daily media. Social media are the most effective connectors for one person to another (s). Social media have acted as mass media utilized for many purposes, including personal and business needs. Some people use it to look for a life partner, others to seek parenting knowledge. The development of technology has eased the lives of millennial parents to some extent.

The digital era and technological advancement had been predicted by McCrindle that Alpha Gen children would be inseparable from gadgets, do less socialization, have low creativity, and be more individualistic (Pruett & Barker, 2006). Alpha generation is accustomed to instantaneous processes and less appreciates them. Alpha Generation is used to instantaneous processes and has little respect for them. Being too preoccupied with gadgets makes them socially alienated. This condition is a threat if not overcome by concretely teaching children to use the internet to practice independence, literacy skills, and other positive things. This is in line with the goals of early childhood education, which is to help the physical and spiritual growth and development of children so that they are ready to continue their education (Fuadah, 2021). Most informants mentioned that they used social media to widen their knowledge about parenting. @Tips pendidikan anak, @pendidikan.anak, @duniakudisini, @adi.indonesia, @rumahghozi, @yoursisterbunga, @pendidikan.anak.islami are examples of Instagram accounts which present references and virtual consultation about parenting that were generally used by informants. From the accounts' posts, they get knowledge about parenting which might be different from how they were educated in their childhood.

Social media, a media of communication and information technology, has changed the patterns of communication and social interaction. According to Syamsidah, et al. (2021) the social interaction model of millennial families in Makassar has changed a lot. For example, they shifted offline communication to online communication. In terms of information resources, people in the past generally obtained parenting knowledge from their parents, while now parents get information from social media. Millennial families intensively use media to deliver messages to their families, peers, and other communities.

## V. Factors Influencing Gender Role Shifts In Millennial Families In Makassar City Long-Term Financial Maturity

Inflation, war, virus, climate change, and politics are some factors leading to economic instability. Each person, including families, should be ready for any possible changes to survive in their lives, especially in economic matters (Amalia, 2018). Born in the 90s, millennial generations are influenced by 1998 events. In the year, the economy was unstable due to chaotic politics. Many families went bankrupt, and workers were laid off or lost jobs as many factories closed or moved to other countries. Chinese women experienced harassment, traumatizing them. Investors moved their main companies overseas, which affected state taxes. This situation brought trauma for everyone.

According to the informant, this incident was one of the reasons they paid more attention to their family's financial stability (Haq, 2020). Millennials have a high awareness of preparing for their financial maturity in various ways. Several informants stated that they made careful financial planning and tried to find additional income for their families. They took several ways: buying stocks, land, or buildings for investment, mutual funds, gold, or crypto. This is to ensure financial readiness in the future.

#### **Advancement of Information Technology**

The development of social media has both negative and positive impacts globally. It also stimulates women to be more visionaries and develop their social and economic skills. Many women are successful in their careers despite their role as housewives. However, not all people have the ability to balance these two sectors. One of the women's talents is building networking and communication. They are known to have supple personalities. They are easy to form a community group through social activities, social gatherings, and activities related to their hobbies. Women also take advantage of advanced information technology. Women with marketing talent can use this sophisticated media to market their products (Amalia, 2018; Arifin, 2020) not only nationally but also internationally. All of these activities can be done from bed, so online business is a profitable alternative.

Information and technology support women in various sectors like trading and entrepreneurship as sources of information and media for promoting and marketing their products. The utilization of IT in business is a growing phenomenon indicated by the proliferation of internet-based businesses. The use of the Internet for business is generally implemented by women because it allows them to run the business from home so that they can still complete the tasks and responsibilities for their families. Shifts in women's roles in families are basically caused by economic factors. It is commonly found that husbands are unable to fulfill the whole family's needs. As a consequence, women are initiated to also earn money to support the family's needs. The description above shows that factors changing gender roles are from the families: the will to reach financial maturity. The shifts are also triggered by external factors like advancements in technology, which facilitate women's getting inspiration from other successful women. As a consequence, they also get interested in using social media to build their own business to add income for the families, especially the millennial families in Makassar city (Syamsidah et al., 2021).

## Implications of Gender Role Shifts in Millennial Families in Makassar City

In general, husbands have the role of the leader of the family and earn income for fulfilling the family needs, including clothing, food, and house. The husband should also act as a wife's partner and be a loyal friend to please and accompany her both in joy and sorrow by always making time to talk and spend free time. Husbands also have to protect or guide their wives to always stay on the right path. Besides being a partner for the wife, the husband can also help with the wife's duties, such as inviting children to play or recreation and providing quality free time even though they are busy earning a living. Apart from the husband, the wife also has a very important role as a companion to the husband and mother to always look after and guide their children. Just like the husband, the wife also acts as a good and pleasant partner for her life partner. Wives can be invited to discuss various kinds of problems and light things. The wife must be a driving force and encouragement for the husband's success in his work ( Putri et al., 2015; Manna et al., 2021).

The majority of informants mentioned that important decisions in the family were made together. House, vehicle, children's school, and investment are decided together. The condition had run for years in their marriage. However, once the wives found a job, it was difficult to find free time to discuss such topics. Having less quality time highly likely negatively influences their relationship. Lack of communication between husband and wife usually creates misunderstandings on little matters. Delaying to solve misunderstanding will lead to the emergence of another problem which results in bigger trouble in the family. One of the indicators of harmonious families is the existence of positive communication between wife and husband and parents and children. Ineffective communication may stimulate couples to divorce (Zahara et al., 2021)

### VI. Conclusion

The life of millennial families illustrates the existence of gender equality between the roles of men and women. Data obtained from the interviews show that men could do domestic tasks like cooking, cleaning, and caring for children. On the other hand, women can be on more formal paths like working to support families' economy. In terms of parenting, millennial parents in Makassar city always tried to implement the roles above in their daily lives. Parents realized that the era had changed and authoritarian parents were no longer applicable. The harder they were towards the children, the more defensive the children and the more likely they stay away from their parents. The informants also believed that to prevent negative external influences, they tried to adapt to current developments and become more communicative. This generation also makes maximum use of technology, such as for children's education, shopping, and knowledge in childcare.

Factors leading to role shifts are divided into two main categories: 1) long-term financial maturity: millennial families were aware that to prepare for financial maturity, they should try various ways. As mentioned by informants, they made careful financial planning and tried to work to provide additional income for their families. They did various things, such as stock ownership, buying land or buildings for investment, mutual funds, gold, or crypto. This aimed to prepare their finances for the future; 2) the development of social media had brought positive and negative impacts to the global world. This also influenced women to think more about the future. In this regard, they had been able to identify many opportunities for their advancement, both socially and economically. There had been many successful women in careers, as well as housewives. The ability to balance these two things is one of the strengths that not everyone has.

The shift in gender roles brings not only positive impacts but also negative impacts for those who experience it. Wives who work sometimes do not get full support from their husbands. Many husbands do not want to be responsible for the domestic tasks that their wives usually do. Informants also revealed that women who are financially independent are delirious, feel that their position is higher than their husbands, and are no longer obedient to them. The worst thing that has the potential to happen is infidelity because one of them no longer feels comfortable with their partner. In the end, they decided to divorce and sacrifice their children. However, they admit that they chose this decision because if children continue to watch their parents' fights, their mental development will be negatively affected.

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