

## **CONTENT ANALYSIS OF SHARENTING IN TIK TOK ACCOUNT @LIZZEBETHMUA**

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### **Abstract**

Sharenting comes from two words, "oversharing" which means sharing excessively and "parenting" which means taking care of children. The real meaning is the activity of parents uploading videos or photos of their children on social media, one of which is TikTok. Through TikTok, parents want to provide parenting insights, share practical tips, and make children's digital albums, as well as present moments of happiness that entertain social media users. This study examines sharenting behaviour on Elisabeth Lieanti's TikTok account using a qualitative content analysis method aimed at analysing indications of Elisabeth Lieanti's *sharenting* behavior from the media content on the TikTok account @lizzabethmuua. This study uses media content theory to observe and analyze media content on the TikTok account @lizzabethmuua which indicates sharenting behaviour. The results of this study indicate that *sharenting* can be used as a useful educational tool for TikTok users. Sharenting in the TikTok account @lizzabethmuua reflects the use of new media by parents to spread messages about their children's lives and provides insight into the use of social media in shaping family narratives. This social media also functions as a learning tool and facilitates social interaction.

**Keywords:** *sharenting*, social media, TikTok, content analysis

### **Introduction**

Media behaviour can be understood as a response or reaction to the stimulation of various types of mass media content, such as newspapers, magazines, films, radio, and television carried out by a group of humans who interact with each other (Mulawarman & Nurfitri, 2017). As the internet came into existence followed by social media, people's communication changed drastically. Social media behavior refers to how individuals interact and behave on social media platforms. Social media behavior can significantly impact various aspects of life, including information seeking, social interaction, and information dissemination. In addition, media behavior also includes how individuals present themselves on social media, including profiles and profile photos, as well as the content they create.

The presence of digital devices and the accessibility of the internet can facilitate various groups to be able to obtain and disseminate information quickly and easily. Many Indonesians use the internet as a channel to access a variety of social media platforms that have rapidly become a well-known and popular phenomenon, increasing the number of internet users throughout the years.

The We Are Social reports that the number of internet users in Indonesia has reached 213 million people as of January 2023. This number is nearly equal to Indonesia's total population of 276.4 million people at the beginning of the year. In Indonesia, six social media platforms are most widely used, including WhatsApp, Instagram, Facebook, TikTok, Telegram, and Twitter. Recently, TikTok has a large number of enthusiasts. TikTok is an application used as an entertainment platform that provides video and music features, so the user can use this to share various content depending on the user's interest (Aji, 2018).

The widespread use of social media in parents' activities and the advancement of digital technology have led to a new phenomenon called *sharenting*. Cataldo et al explain that the term “*sharenting*” comes from a combination of the words “*sharing*” and “*parenting*”, and this is also one of the trends in the internet world where parents share detailed information about their children (in Eriani et al., 2023).

As many parents are social media users, *sharenting* behaviour (sharing information in the form of photos, content, videos, and text captions about children posted by parents) is increasingly popular among millennial parents. Although this behavior can be a way for parents to connect with family and friends, engage in social support networks, and spread parenting patterns (Steinberg, 2017).

Based on Fridha & Irawan (in Dwiarsianti, 2022), *sharenting* practices refer to the actions of parents who often share photos or videos of their children on social media. Nevertheless, because parents are unaware of the Children's Online Privacy Protection Art (COPPA), many parents are not being careful and have been posting photos of their children on social media accounts. COPPA clearly states that parents are each responsible for children under the age of 13. Many parents use TikTok as a social media platform to spread information about children under the age of 13. According to C.S. Mott Children's Hospital's National Poll on Children's Health (in Kurniari et al., 2021), *sharenting*, also known as *overhsharenting*, is when someone shares information about a child online and shares too much information about the child regularly. Even during pregnancy, *sharenting* practices can be carried out, it is not uncommon for parents to upload photos of their children in the womb or ultrasound (USG) photos.

One of the most debated and controversial topics is *sharenting* practices. Many parents have started *sharenting*, including Elisabeth Lieanti, who exists with the account @lizzebethmuua. The figure of Lizzebethmuua or commonly called Clayton's Mama stole a lot of people's attention. Lizzebethmuua is a content creator and a make-up artist (MUA) from Semarang. Lizzebethmuua shares her content with her husband and children, and one of the most requested content by many people is the content of Clayton's Mama.

Siibak (Ramadhanti et al., 2023) mentioned that *sharenting* behavior can also lead to several criminal behaviors on social media, including verbal abuse, paedophilia, stolen child personal data, child abduction, and child privacy issues. These are supported by a statement from the Chairman of The Indonesian Nation Commission for Child Protection, Arist Merdeka Sirait, indicating that 30% of child abuse cases in 2019 resulted from the practice of sharing content about children on social media platforms. *Sharenting* practices do not always have a negative impact, because it also opens up opportunities for parents to share experiences and knowledge with each other. Through sharing stories, tips, and information about parenting on social media, *sharenting* practices are likely to be a source of inspiration and education for other parents. This leads to the growth of a solid community of parents, where they can support and enlighten each other to improve the quality of their children's care and education.



**Picture 1:** @lizzebethmuua's TikTok Content  
**Source:** [tiktok.com/@lizzebethmuua](https://www.tiktok.com/@lizzebethmuua) (retrieved on February 5, 2024)

As an example of educational content on TikTok @lizzebethmuua related to *sharenting* behavior, in the January 16, 2024 post, Lizzebethmuua was scolded by her parents for using the BLW (Baby Led Weaning) method, which is a method of complementary feeding by giving babies snacks and letting babies eat on their own early on. Lizzebethmuua uses the digital transformation of mass media, especially the social media platform TikTok, as a tool to communicate and interact with her followers. In addition, TikTok is also a platform used by Lizzebethmuua to share *sharenting* content and create a positive image in her audience's perception. Furthermore, researchers need to conduct a deeper analysis to understand how Lizzebethmuua's *sharenting* behavior affects parents' mindsets and how they manage their children's social media and privacy. From explaining the phenomena and research problem above, researchers are motivated to research Lizzebethmuua's *sharenting* behavior through her personal TikTok account. For this reason, this research is entitled "Content Analysis of Parental Sharenting Content on @lizzebethmuua's TikTok Account".

### Research Objective (s)

The phenomena and problems previously mentioned encourage the researcher to do a study on Lizzebethmuua's *sharenting* behavior through her personal TikTok account. From this problem, this research was conducted to analyze and understand the forms of *sharenting* behavior carried out by Elisabeth Lieanti on her personal TikTok account (@lizzebethmuua). This objective is achieved by obtaining detailed results about the characteristics of a message or text which are then used as the basis for concluding as a form of researcher support.

### Literature Review

The analysis of *sharenting* behavior that has become a trend in social media can be studied through the perspective of the constructivism paradigm. The use of this paradigm is relevant because it provides a strong conceptual foundation for understanding the complex reality of *sharenting* behavior

content in the digital era. The constructivism paradigm as stated by Kriyantono (2014) is based on the understanding that reality is defined by real interactions in a community environment, where attention is not only focused on sending messages, but on how communication is built by the sender and receiver of the message and the interpretation of meaning between the two.

In previous research conducted by Wahdiyati & Putra (2022), this paradigm was used to analyze verbal abuse in Miuveox and BrandonKent Everything's videos including swearing and obscene words to express annoyance, admiration, and pleasure in gaming content. From the results of the aforementioned previous studies, the researcher examines that the paradigm has relevance and can be applied to the phenomenon of *sharenting* behavior from Lizzabethmuua's TikTok account which leads to similar problems, one of them being verbal abuse. On that basis, this research seeks to fill the gap by further exploring the *sharenting* behavior of TikTok Lizzabethmuua content in a constructivist paradigm.

### **Methodology**

This research uses a qualitative method. The qualitative approach is used to explain and understand phenomena in depth through detailed data collection and collection. Qualitative is a research approach to describe a problem whose results can be generalized. This study has the objective of examining and understanding the forms of Elisabeth Lieanti's *sharenting* behavior on the @lizzabethmuua TikTok account. Through this qualitative approach, researchers are directly involved in collecting and obtaining information that supports the research process through documentation, literature study, and in-depth interviews.

This research will use the method developed by Philip Mayring, this involves establishing criteria from theoretical definitions, formulating research questions, and identifying aspects of textual material that have been categorized. This method is form of content analysis that can be used to study all the message content in various situations, such as between individuals, groups, or organizations that have available documentation. This study uses a qualitative content analysis approach which aims to analyze the form of *sharenting* behavior on the tiktok @lizzabethmuua account, researchers can obtain detailed results about the characteristics of a message or text which is then used as a basis for concluding as a form of supporting the researcher.

The type of research applied in this research is descriptive, which aims to provide a systematic, factual, and accurate description and description of the facts and characteristics of a particular population or object (Kriyantono, 2014). This research will describe how the form of parental *sharenting* behavior on the @lizzabethmuuaa TikTok account, which can provide insight into parental interactions with social media, and family dynamics in the digital context.

In this research, the data collection methods used are documentation, literature study, and in-depth interviews. These data collection methods aim to collect and obtain valid and accurate data and proportions that are suitable for research purposes.

Data validity is the main element in research because the data after being obtained must be examined and analyzed first. Data validity proves that the data that has been studied must be following the actual situation or reality (Agustinova, 2015). In this study, source triangulation explores the truth of certain information by using various data sources, such as documents, archives, interview results, observation results, or interviews with more than one subject who is considered to have a different point of view.

## Results

The result of this study was conducted by the researcher a TikTok content and dialogue describing *sharenting* behavior contained in the TikTok account @lizzebethmuaa posts. Based on this analysis, it is known that from the content posts made by the @lizzebethmuaa account, there is *sharenting* behavior. In this study, researchers classified @lizzebethmuaa content based on sharenting behavior according to Fridha et al. (2020). In more detail, Elisabeth Lieanti's behavior is divided into several types, including archives, joyfulness, social, and informational sharing.

Lizzebethmuaa through her TikTok account shows that the motive for using the platform is as a means of archiving. She wants to save precious moments with her child that may be difficult to do when her child grows up. TikTok is used as a kind of digital album where every video uploaded is a recording of various activities and memories that she wants to capture. There are some examples of this archive such as videos holding the cheeks of her child who still cannot argue, videos appreciating her child for the first time seeing her child crawl, videos reminiscing about her first child in 2020, and the video of taking her first child to the dentist.



**Picture 2:** The Sharenting Behavior of Archives on the @lizzebethmuaa TikTok Account

Source: [tiktok.com/@lizzebethmuaa](https://tiktok.com/@lizzebethmuaa)

Lizzebethmuaa shows a joyful attitude and wants to share her excitement and pride for children. With this feeling, she wants to share her joy with her followers. Through her fun-filled videos, she hopes to spread happiness and positive energy to others. She shares this happiness in several videos, such as a proud video of her first child Clayton's initiative to immediately give milk close to his little sister and a video of her children's closeness moments playing and goofing off together.

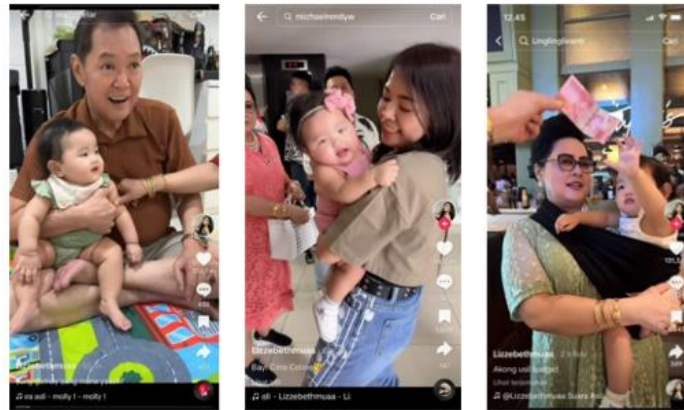


**Picture 3:** The Sharenting Behavior of Joyfulness on the @lizzebethmuaa TikTok Account

Source: [tiktok.com/@lizzebethmuaa](https://tiktok.com/@lizzebethmuaa)



Lizzebethmuua in the media content of her TikTok account also showed that she is a social being. Lizzebethmuua's content often involves being with family, this not only shows healthy social interactions between her and her children but also demonstrates close family ties and family values to her friends and followers on social media. As such, she can inspire others to value family togetherness. She shares this form of interaction in the example of a video of her son being held on her lap by his grandfather, grandmother and aunt.



**Picture 4:** The Sharenting Behavior of Social Being on the @lizzebethmuua TikTok Account  
**Source:** [tiktok.com/@lizzebethmuua](https://tiktok.com/@lizzebethmuua)

Lizzebethmuua's TikTok account represents a motive for sharing information, creating a variety of content that contains tips, advice and knowledge about parenting. The information she shares is highly useful, especially for TikTok users who may still have taboos or lack of understanding about parenting. By sharing this knowledge, she hopes to help and educate other parents to better understand the world of parenting. Some examples of videos that contain this information include a video of her cleaning or washing her son's nose, a video of her putting her son to sleep by giving him milk and leaving him alone in his room, and a video of her advising her son that the way he sits is wrong and endangers his spine. The video uploads are also accompanied by captions containing the word "Can be imitated" which indicates a source of information and provides new knowledge for audiences who are still taboo or who do not yet understand.



**Picture 5:** The Sharenting of Informational Sharing on the @lizzebethmuua TikTok Account  
**Source:** [tiktok.com/@lizzebethmuua](https://tiktok.com/@lizzebethmuua)

Lizzebethmuua creates content and posts on the TikTok social media platform to have the motives described above which can be seen through the media content of her TikTok account. This is strengthened by the interview delivered by Cindy Arlinda, M.Psi., Psychologist in an interview session on July 2, 2024, with the following words:

*"Sharenting allows parents to document and save precious memories from their children's lives, capturing special moments that can be accessed at any time. For children, this documentation becomes a valuable digital memoir to look back on as an adult. Parents can also share happiness and pride in their children's achievements on social media, allowing children to feel love and appreciation. Sharenting helps parents connect with a wider community for support and shared experiences. Children can learn about social interactions and make new friends through online communities. In addition, the content shared often contains parenting tips and tricks, which are useful for other parents who do not need to go to the paediatrician but can be accessed on social media, as well as education for children about new skills, moral values, and general knowledge." (Cindy Arlinda, Clinical Psychologist).*

With that being said, parents need to consider their children's privacy and safety when sharing content. By setting privacy and implementing boundaries, *sharenting* can be done wisely and responsibly. With so many benefits, *sharenting* can be a valuable tool for parenting and child development in the digital age, provided it is done with caution and awareness of its impact. Parents not only help their children reminisce about their childhood but also prepare them to face the digital world wisely and confidently.

Bringing children into social media, however, is a complex and often controversial topic. Many parents proudly share precious moments with their children on these platforms. However, there are also concerns that this can make children feel objectified, especially when they are old enough to understand the consequences of their presence on social media. As stated by Cindy Arlinda, M.Psi, Psychologist in an interview session on July 2, 2024, as follows:

*"Depending on the age of the child itself, when toddlers do not understand the concept of social media itself, their parents' social media will appear more. But when children are old enough and understand the concept of social media, they will feel disturbed by the sharenting thing. So back again to the parents, some do not impose and understand their children will not feel objectified by parents." (Cindy Arlinda, Clinical Psychologist).*

In the end, the decision to bring a child into the world of social media should be based on a deep understanding of the child's needs and involve their feelings, as well as considering the long-term impact. A thoughtful parent will always strike a balance between the pride of sharing precious moments and maintaining the child's privacy and comfort, ensuring that the child does not feel objectified or bothered by such actions.

## **Discussion**

*Sharenting* is the behavior of parents who share photos and videos of their children on social media, which can have implications on the child's privacy and identity. In recent years, *sharenting* has become a popular trend, with many parents using social media to share important moments in their children's lives in the media. The function of media in the context of sharenting that Lizzebethmuua

does is as a means of education, information, and entertainment. Through its content, Lizebethmuua, by sharing her parenting experiences, can provide information and education to fellow parents, such as parenting tips, personal experiences, or useful articles. Social media allows Lizebethmuua to socialize and provide emotional and social support and allows the exchange of experiences. Social media also helps Lizebethmuua establish and display their identity as parents, often by showing pride in their children and their achievements. As a result, sharing photos and videos of their children not only provides entertainment for friends and family but also helps celebrate special moments in their children's lives.

Lizebethmuua does not only utilize social media to share education, information, and entertainment. Instead, she provides tutorials, tips, and beauty product reviews that help her followers learn and make better purchasing decisions. Interaction is also an important function, where social media allows two-way communication through comments, and direct messages, creating a more personalized and real-time dialogue with the audience. Lizebethmuua utilizes social media to raise awareness about beauty issues, the importance of skincare, and the latest trends, make-up while providing inspiration through her personal story and career journey. In the marketing aspect, social media is used to promote beauty products through endorsements, paid advertisements, and collaborations with brands. Lizebethmuua also engages in affiliate marketing, sharing affiliate links that incentivize her followers to purchase certain products.

Based on the results of the research analysis, the researcher found that the existence of new media makes it easier for Lizebethmuua to document their children's lives and make it a digital album. Factors that support the existence of new media because of the development of information technology that allows access and distribution of content quickly and widely, the existence of social media platforms is the main place for users to create, share and consume content. The analyzed content is also a form of new media, as it was created after the advent of the internet and utilizes digital technology.

The findings of the content analysis above, in social media the content or content of information uploaded and shared is entirely the result of the real contribution of its users. Social media has a strength in user-generated content (UGC) where content is generated by users, even by editors as in mass media institutions. User Generated Content (UGC) is a form of character that produces relationships within the scope of social media where users have the freedom and discretion to participate as users who produce content and as consumers of content shared by other users as Lizebethmuua does using her TikTok account to express creativity and share important moments in her family life.

Lizebethmuua utilizes User Generated Content (UGC) to strengthen relationships with her followers and expand the reach of her content. UGC generated by her followers can be photos or videos of product reviews that they have tried based on recommendations from Lizebethmuua, which are often re-shared by Lizebethmuua on her account. Videos uploaded often show daily activities, child development, and family vacations, as well as posting endorsements. This shows how UGC allows Lizebethmuua to combine personal and professional aspects in one platform. Furthermore, the shared content is not only passively consumed by followers, but also triggers interaction through comments, likes, and shares. Followers can give feedback, share similar experiences, or even ask for advice. This creates an interactive community of support and knowledge sharing.

Content is primarily intended as material for digital albums and entertainment, but according to the findings from this study, content is capable of serving as a learning tool, as well as facilitating social interaction for anyone who watches it. While not all content is suitable for learning, viewers can gain useful insights and build social relationships through the content they watch. In addition, content chosen according to individual needs can provide valuable lessons that can be applied in everyday life, several things can encourage parents to document their children in new media. As stated by Cindy



Arlinda, M.Psi, Psychologist in an interview session on July 2, 2024, as follows:

*"First, parents who document on social media are due to patterns of influence and follow what is happening at this time. Many use social media to share their daily lives, including their children's activities. The second could be that one of them (content creators) gets more attention from others either about the weaknesses or strengths of the era, so they decide to make content about their children's lives. Furthermore, it could be this extensive digitization that gets jobs involving children as content to get profits." (Cindy Arlinda, Clinical Psychologist).*

With this new media that will get easier access, it is necessary to pay attention to the limits in uploading children's activities on this social media. As stated by Cindy Arlinda, M.Psi, Psychologist in an interview session on July 2, 2024, as follows:

*"Ethically, the most important limitation is the privacy of the child, how detailed we provide information about the child to social media, when parents are wise enough to provide this information, for example providing details of our child's school address that has not graduated, the child's current whereabouts are written which makes the child have no privacy at all, it will endanger the child himself, as much as possible close the child's identity." (Cindy Arlinda, Clinical Psychologist).*

Parents and caregivers should be more judicious in choosing the content they upload, in order to maintain their privacy and safety. Because sharing children's personal information can increase the risk of their identity being used by third parties for unwanted purposes, such as identity theft, paedophilia or exploitation. In addition, *sharenting* behavior can influence public perceptions of parenting and children and can create social pressure for parents to show a "perfect" life. Children growing up in the digital age may have online identities that have been shaped by their parents, which can affect how they see themselves and how they are seen by others in the future. Children may feel that their right to privacy is violated when parents constantly share their personal lives without consent. Parents may also feel pressure to follow social trends and share more content about their children, which can lead to over-sharing. In addition, children may feel embarrassed or disturbed when they discover that many private aspects of their lives have been shared publicly without their consent.

Lizzebethmuua's sharenting behavior is in line with new media theory (McQuail). This theory emphasizes the shift from traditional communication to digital media, where user participation and interactivity are key. Sharenting, where parents share information about their children on social media, is an emerging phenomenon in the context of new media. The TikTok account @lizzebethmuua, which focuses on child-related content, utilizes digital platforms to build an audience and interact with them through short videos. Analysis of this account can provide insight into how parents use new media presence to shape narratives about their child's life, as well as the impact of this practice on children's privacy and identity in the digital age.

According to researchers with these results, the content of sharenting behavior using new media theory from this study shows that the existence of new media to produce or show about sharenting. Through the internet and digital technology, content creators can express ideas, entertain, inform, or inspire audiences and can generate work. Therefore, it can be argued that new media provides easy access for users called the internet. Then the internet provides many kinds of access for users, one of which is social media. With social media, users can create, share and consume content, and have

restrictions on posting content related to sharenting.

## Conclusion

From the research results obtained, it can be concluded that the sharenting behavior on the @lizzabethmuua account has four sharenting behaviors, namely creating archives, getting pleasure, social interaction in new media, and sharing information. The content owner intends to archive precious moments with his child, get a response from his followers through likes, establish social interactions with fellow TikTok users share happiness, and share knowledge about parenting with TikTok users. This means that TikTok users should be wiser in choosing the content they upload so that their children's privacy and safety are maintained.

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## Book

**Format:** Author. (Year of publication). *Book Title*. Edition (if any). Place of publication: Publisher.

### Example:

- Ritcharoon, P. (2016). *Principles of measurement and evaluation*. Bangkok: House of Kermyst.
- Yamane, T. (1967). *Statistics: An introductory analysis* (2<sup>nd</sup> ed.). New York: Harper and Row.

## Journal or Magazine

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- Wattanakamolkul, P. (2018). Discussion on the Situation and Reflection of Chinese Vocabulary Teaching In Thai Universities. *Chinese Journal of Social Science and Management*, 2(2), 80-91.
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### Dissertation or Thesis

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### Example:

- Darling, C. W. (1976). *Giver of Due Regard: The Poetry of Richard Wilbur*. Ph.D. Thesis, University of Connecticut, USA.
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- Department of Land Transport. (2013). *Transport statistics report in 2013*. Retrieved May 20, 2015, from [http://apps.dlt.go.th/statistics\\_web/brochure/statreport113.pdf](http://apps.dlt.go.th/statistics_web/brochure/statreport113.pdf)
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**Interview**

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