ABSTRAK

Enris Yonja Meilisha (2026). *Edukasi Manajemen Waktu Tonton (Screen Time) pada Ibu dalam Mengelola Anak yang Kecanduan Konten Video Pendek (Short Video) (Tiktok/Reels) pada Anak Usia Prasekolah.* Karya Tulis Ilmiah Studi Kasus. Program Studi D-III Keperawatan Malang, Jurusan Keperawatan. Politeknik Kesehatan Kemenkes Malang. Pembimbing: Rossyana Septyasih, S.Kp., M.Pd.

Konten video pendek seperti TikTok dan YouTube Shorts semakin banyak diakses oleh anak usia prasekolah sehingga berisiko meningkatkan *screen time* dan menimbulkan ketergantungan gadget. Peran ibu penting dalam mengelola penggunaan gadget melalui manajemen screen time. Penelitian ini bertujuan menggambarkan penerapan edukasi manajemen *screen time* pada ibu dalam mengelola anak usia prasekolah yang kecanduan konten video pendek. Metode penelitian menggunakan studi kasus deskriptif pada dua ibu yang memiliki anak usia prasekolah di wilayah kerja Puskesmas Kalipare. Intervensi dilakukan melalui edukasi menggunakan booklet dan observasi selama tujuh hari. Hasil penelitian menunjukkan peningkatan pengetahuan dan perilaku ibu dalam menerapkan manajemen *screen time* yang diikuti perbaikan perilaku *screen time* anak, ditandai menurunnya penggunaan gadget dan akses konten video pendek serta meningkatnya aktivitas fisik, interaksi sosial, dan interaksi keluarga. Disimpulkan bahwa edukasi manajemen *screen time* dapat meningkatkan kemampuan ibu dalam mengelola penggunaan gadget dan membantu mengurangi perilaku kecanduan konten video pendek pada anak usia prasekolah. Disarankan agar penerapan manajemen *screen time* dilakukan secara konsisten dengan dukungan seluruh anggota keluarga. Disarankan penelitian selanjutnya menggunakan jumlah subyek lebih banyak, waktu observasi lebih panjang, serta melakukan pemantauan digital secara menyeluruh terhadap durasi *screen time* dan jenis konten yang diakses anak untuk memberikan gambaran yang lebih menyeluruh mengenai pola penggunaan gadget pada anak usia prasekolah.

Kata kunci: manajemen *screen time*, video pendek, gadget, anak prasekolah, edukasi ibu.

ABSTRACT

Enris Yonja Meilisha (2026). *Screen Time Management Education for Mothers in Managing Preschool Children Addicted to Short-Video Content (TikTok/Reels)*. Scientific Paper of a Case Study. Diploma III Nursing Study Program, Department of Nursing, Health Polytechnic of the Ministry of Health Malang. Supervisor: Rossyana Septyasih, S.Kp., M.Pd.

Short-form video content such as TikTok and YouTube Shorts is increasingly accessed by preschool-aged children, posing a risk of excessive screen time and gadget dependency. Mothers play an important role in managing children's gadget use through screen time management. This study aimed to describe the implementation of screen time management education for mothers in managing preschool-aged children who were addicted to short-form video content. This study employed a descriptive case study design involving two mothers of preschool-aged children in the working area of Kalipare Public Health Center. The intervention was conducted through educational sessions using a booklet, followed by a seven-day observation period. The results showed an improvement in mothers' knowledge and practices regarding screen time management, which was accompanied by improvements in children's screen time behavior, as indicated by reduced gadget use and access to short-form video content, as well as increased physical activity, social interaction, and family interaction. It can be concluded that screen time management education improves mothers' ability to regulate children's gadget use and helps reduce addictive behaviors related to short-form video content among preschool-aged children. Consistent implementation of screen time management with support from all family members is recommended. Future studies are encouraged to involve larger samples, longer observation periods, and comprehensive digital monitoring of screen time duration and content accessed by children to provide a broader understanding of gadget use patterns among preschool-aged children.

Keywords: screen time management, short-video content, gadget, preschool children, maternal education