

ABSTRACT

Lack of awareness of the urgency of digital parenting is a serious problem that exists in this society. Digital parenting for children can prevent them from being exposed to negative content that can damage children's morals and the uncontrolled use of gadgets can have an impact on children's growth and development. However, the role of parents in digital parenting is often overlooked. This happens due to a lack of education and a lack of sense of responsibility that parents have for their children. Parents are expected to be more aware of the urgency of digital parenting so that they can prevent the negative impacts that can result from uncontrolled use of devices on children. In this research, a comic strip series was created to educate the public, especially young parents, about the urgency of digital parenting for child development. This design uses qualitative methods as a data collection method, as well as SWOT and matrix analysis methods to analyze the data obtained. The results of this design are expected to make people more aware of the urgency of digital parenting to prevent the negative impacts that can be caused by uncontrolled use of devices on children.

Keywords: *Digital Parenting, Comic strip, Parents*