

ABSTRACT

This study looks into how millennial mothers interpret and respond to sharing-related content shared by Instagram influencers. Sharenting, defined as the practice of posting moments in children's lives on social media, has emerged as a significant phenomenon within the context of digital motherhood culture. The phenomenon of "sharenting" has been shown to influence how mothers perceive their own parenting styles. This study employs DeVito's perception theory, which consists of five stages: stimulation, organization, interpretation-evaluation, memory, and recall. The goal is to learn how millennial mothers perceive and interpret shared content. The present study takes a qualitative approach, employing phenomenological methods. The study's participants are ten key informants, millennial mothers living in Bandung City aged 25 to 38 years. The research also includes the perspectives of one expert informant, a psychologist and family communication specialist. The data presented herein was gathered through in-depth interviews and analyzed using the stages of the perception process. The purpose of this study was to investigate how millennial mothers filter, store, and use sharing content in their parenting practices. This study's findings show that sharing content is viewed not only as a means of education and inspiration, but also as a source of emotional validation. However, this phenomenon is balanced by a cautious approach to the possibility of excessive imagery and the risk of invading children's privacy.

Keywords: Millennial mothers, Instagram, Sharenting, Perception, Family Communication