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## **ABSTRACT**

### **INTENSE COMMUNICATION FOR BABY'S GROWTH AND DEVELOPMENT PROCESS ACTIVITY USING WHATSAPP MEDIA FOR CHILD DAY CARE**

As a social media, WhatsApp is a messenger application that allows us to send files, messages, pictures, videos and online chatting as if Blackberry Messenger, but WhatsApp is more popular in iPhone users. WhatsApp first release is on iPhone by Apple, and in its development, now it's available in Android, Blackberry, Windows Phone, and also Symbian version. It's also the most downloaded application in the world these days, especially for smartphone users. To operate WhatsApp, it needs no credit like text messaging, because it only needs internet data (EDGE/3G) or wifi. WhatsApp user's contact can be automatically detected on our smartphone devices, if our phone contacts are also using WhatsApp Messenger.

The purpose of this writing paper is to give instant comprehension about using WhatsApp media on baby's growth and development activities which babysitted on child day care. True, baby is inseparable from how their childhood educational proceed in the family. Every parents are given mandate to take care the birth and first steps of human lives. Through parent's hand, every helpless little babies are gently loved with warmth, given nutritions, and also breastfeeding, etc. In the other side, for the sake of decent living and survival, young mothers have a limited time so that they need to put their babies in the child day care.

Several notable ideas in this writing can be referral to many parties. Especially about the importance of WhatsApp as a media for child day care supervision. WhatsApp is used to create and establish communication between parents and the day care. Parents usually left their babies from 7 a.m. to 4 p.m. daily. This day care is truly an answer to parent's limited time for taking care of their children. In this writing, the writer situated the WhatsApp Messenger as an effective means with hope that it is capable to bridge the communication between day care and parents so that lessons taught to the babies in the day care can be shared to their parents, so children can continue the lessons at home. Also through WhatsApp media, teachers and parents can share plenty information about children, either in education, health, as well in parenting.

**Keyword:** WhatsApp, Baby's Growth and Development, Child Day care.

## **INTENSE COMMUNICATION FOR BABY'S GROWTH AND DEVELOPMENT PROCESS ACTIVITY USING WHATSAPP MEDIA FOR CHILD DAY CARE <sup>1</sup>**

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### **Foreword**

#### **A. Background**

Who does not know WhatsApp (WA)? This social media application used by various backgrounds of people to communicate is very cheap and easy. May be said easy because it is able to use through phone devices or smart phones whatever its brand. At the same time it said cheap because all you need is low cost internet network to operate it. Through WA, every individual or groups are able to send and receive messages in many forms such as text, pictures, photos and also videos.

As it develops, WA exist not only to communicate (messages transfer) in ordinary context, but it can be more useful and meaningful in order to establish communication between education provider and parents. Group Day Care School as the example, uses WA as a media to intensively communicate with the parents of the babies in the day care. Through WA, everything involved with the baby's development can be shared anytime in every situation. The day care can inform the parents about their baby's development, meanwhile parents can communicate, control or just ask about their babies inside the day care. Shortly, WA is able to connect both parties intensively for various businesses.

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<sup>2</sup> Dosen Sekolah Pasca Sarjana UHAMKA, Jakarta.

Day care is a child care facilities implemented in groups at work hours. Furthermore, day care is an organized effort to take care of babies outside the house for a couple of hours daily while their parent can not do so because of business and work. Nonetheless, day care only help parents with taking care of their babies instead of replacing parent's role. So, if there is a time where parents had no time to accompany and take care of their children, parents can put them in an Institution like Child Day Care Center. True, putting their babies does not solve all the problems, but instead might evoke few problems such as less emotional attachment between children and their parent, affects cognitive development, and lead to children who might get easily influenced by environment.

Communication between baby's parents and the day care is obviously inevitable, moreover, intense communication between both parties is very necessary in order to supervise baby's development while in the day care. The technology-based communication as if WA is an option to share messages or just news for both parties.

## **B. Identification of Problems**

Putting babies to Institution like Child Day Care Center is one of many options for parents to keep their babies growing healthily and naturally. But, there are two issues, which is: *First*, lack of communication between the day care especially teachers or babysitters and the parent might slows educational program or baby's stimulation activities programmed in the school; *Second*, lack of communication between parents and babysitting service providers affects the education achievements, and nutrition programs like breastfeeding.

## **C. Boundary of Problems**

Communication between school and parent is crucial due to the teaching or learning process or baby's stimulation process in their school, especially vaccination and child's development. The emotional intimacy between parents and teacher is necessarily needed to establish trust of what education that children learn at school. To focus the discussion, this writing is limited only to relationship issues or communication between parents of the babies with the day care.

## **D. Formulation of Problems**

To sharpen and focus the discussion of this writing, the writer formulated the problems as the following:

1. What is the meaning of social media?
2. How is the importance and effectiveness of using WhatsApp as social media?
3. How to overcome communication with parents to always know the baby's development while in Child Day Care?

## **E. Purpose of Writing**

The purpose of this writing can be classified into two perspectives, which is: *First*, theoretically this article writing is purposed to give theoretical-philosophy comprehension about social media WhatsApp as an effective and efficient communication software. *Second*, practically this writing is purposed to show instant steps and how to communicate with baby's parents while in the Child Day Care.

## **F. Theory and Framework**

This chapter will expose some concepts and theories of this writing idea. Substantively, comprehension of this concepts and theories, is meant to be theoretical basis in positioning communication for baby's development activity process using WhatsApp as a media on Child Day Care.

Many experts emphasized about the importance of babysitting to achieve a healthy growth. Kathleen McCartney as an expert in parenting, suggested the followings:

1. Parents must realize that the quality of parenting is the main factor in child's growth.
2. Parents must be committed to be good parents for their children.
3. Parents are supposed to supervise their child's development.
4. If it only possible to use child day care service, parents should choose a high quality day care.

If elaborated further, opinions above emphasized two important substances in parenting. *First*, parent's role is irreplaceable in taking care and parenting their babies so that hopefully the quality of baby's growth is excellent. *Second*, if parents are unable to take full care of their babies because of business and work, they can put them at a day care with high quality in environment, facilities, caring programs, etc.

A good specification of a Child Day Care according to Jerome Kagan and his colleagues' study in Harvard University, include characteristic as follows:

- a. A day care must have a doctor with child specialty.
- b. A non teaching director or headmaster.
- c. The ratio of the children and their teachers or babysitters is 3:1.
- d. Must have a shadow teacher/teacher assistant/ babysitter in addition to the existing.
- e. Teachers and their assistants must have trained to smile as often as they talk to the babies and also serve a secured environment, including some stimulating toys.

In theory, development of a baby aged 0-12 months generally become the base to monitor the growth and development. This phase can be described as follows:

1. Ages 0 - 3 months, until 1 month, they can only do a reflex movement (a natural movement beyond the baby's awareness) such as sucking reflex, grasping reflex, neck reflex, and rooting reflex. That reflex starts to disappear by 2 or 3 months. The disappearance of this reflex will be replaced by the appearance of gross motor skill step by step. Baby may stare, smile and make sound, also a baby begin to try lifting their head when lying on their tummy (Desmita, 2005:91-96).
2. Ages 4-6 months, playing with both hands and put it into their mouth. Laughing, giggling, lying on their tummy, rolling their body, trying to reach and touch all things around them, distinguishing a sound, relies on both hands, moving a toy from one hand to another, and turn their head looking for where sounds come from. According to Desmita (2005:98-99), this development is more to the gross motor skill.
3. Ages 7-9 months, roll over their body, playing with their own hands and legs, start to babble, learn to sit, watching people movement, lying on their tummy and creep, able to stand straight with support, delight in playing 'peek-a-boo' games.
4. Ages 10-12 months, able to say one until two words such as 'mommy' and 'daddy', swing on hand and tummy, lying on tummy, learn to stand while holding on to furniture, clamp an object with two fingers, learn to walk sideways or vine, or able to walk without support.

Stimuli plays a significant role in a baby's growth. According to Monks (2004:74-75), a baby who is given stimuli continuously will acquire a higher development than a baby who does not get a treatment like that.

It could be said that the development is relatively fast from time to time, and it demands the nanny to pay attention intensively so that the development is qualified. In

order to run the development of the baby's motor skills well, the nanny has to continuously provide a stimulus to the baby. As said by Desmita (2005:98), there are two principles in development of baby's motor skills, that is: *First*, cephalocaudal principle (from head to tail), is a top development which grows faster than the bottom developments. *Second*, proximodistal principle (from near to far), is where the center of the body first skilled before the others part around or away.

The important things to do by the manager of Child Day Care is to take a note about the baby's complaint since day one, checking the baby to the doctor every month overally from weight, body length, head and arm circumference, heartbeat, reflex motion, and baby's hygiene, lactation management to make it success on giving *exclusive breast milk*, what kind of immunization should parent gives (page 8), and effort anything to prevent the baby from disease.

According to Piaget, cognitive development has four aspects, that is 1) The maturity, as an outgrowth of nervous system; 2) Experience, is a reciprocal relationship between organism and their/its world; 3) Social interaction, that is an effect obtained in the relation with social environment; and 4) Equilibration, is an ability or setting system on organism itself so that they always capable to maintain their balance and adjustment on environment.

System arranged from inside has two factors, that is scheme and adaptation. Scheme corresponds to well organized behavior patterns that is noted by organism where its accumulation starts from simple behavior till reach its complexity. Whereas adaptation is an adjustment function against environment that consists of the process of assimilation and accommodation.

Piaget said phasing of child's intellectual development is divided on four periods, that is sensory-motor period (0-2,0 years), preoperational period (2,0-7,0 years), concrete operational period (7,0-11,0 years), and formal operational period (11,0-adult).

To get a quality of baby's growth and development in child day care, the communication between the day care side and baby's parents should continue intensively. It is realized that one of the reasons why parents take their babies to child day care is because of time constraints. However, intensive communication can still be done by using social media facilities i.e. WhatsApp.

Generally, the convenience of WhatsApp can be seen on some aspects, namely:

1. Distributing child daycare content.
2. Building a social relations with people they want and to find friends who are also using the application for socializing.
3. WhatsApp messenger will provide an easiness on social interaction, it is pretty simple to add friend, so that friendship and relationship network became numerous and wide, ease people to know each other because it is practical, but can bring a negative effect if this social media is misused by the users themselves.
4. As a facilities for mind exchange, discussion, and dialoguing anything about baby's development without waiting for meeting to happen.

Communication technology like WhatsApp is able to ease anybody to communicate in various interest. People who have high activity at work increasingly feels WhatsApp's existence.

## **G. Discussion**

This discussion will start with putting down of intense communication between baby's development that deposited in child day care. Piaget's main idea is about cognitive theory and its development. The aim of Piaget's theory is to explain the mechanism and the intellectual process development since the infancy and then childhood develops into a reasoning individual and using hypothesis thinking. Piaget refers to her study that organism wasn't a passive agent genetic development. The genetic alteration is not an occurrence towards the survival of organism but the adaptation towards its surrounding and the interaction between organism and environment.

In response, organism changes the environment condition, the specific biological structures as they need to maintain their life . Cognitive environment Piaget developed mostly affected by Piaget's early education in biology. From the result in biology, she convictions that an organism lives and was born with two fundamental propensity of tendency to: (1) adjusting, and (2) organizing or structuring actions. There are four basic concepts to understand the process of structuring and adapting as follows:

1. Schema or schemata that is given by Piaget explain why a person gives response against a stimulus and to explain many things that corresponded with retention. Schema is a cognitive structure used by human to adapt to the environment and

arrange this environment intellectually. Adapting consists of complementary process between assimilation and accommodation.

2. Assimilation is a cognitive process. With assimilation a person integrates perception or stimulus materials into existing scheme or behavior. Assimilation occurs every time. A person doesn't only process many stimulus. Theoretically, assimilation does not produce the change of schemata, but assimilation affects the growth of schemata. Therefore assimilation is a cognitive process part, with this process, individual in cognitive adapts themselves to environment and set that environment up.
3. Accommodation means creating new schemata or conversion the old schemata. Assimilation and accommodation fill in every individual who adapts to environment. The growth and cognitive development need this process. Between assimilation and accommodation, there must be congeniality and Piaget called it as equilibrium.
4. The period of formal operations is a peak levels of cognitive structures development, teenagers are able to think logically in every kinds of hypothesis problems, verbal problems, and they are able to use scientific reasoning and able to accept other people's opinion.

Piaget said that there are four huge aspects that relate to cognitive development (1) Maturation, an expansion from nerve; (2) Physical experience, children should have an experience with that stuff; (3) Social Interaction, an ideas exchange that works to drive the role of maturation, physical experience, and social interaction. (4) Balance, a self-control system working to complete maturation, physical experience, and social interaction.

## Why use WhatsApp?

There are several explanations about the WhatsApp functions as to develop and create communication between baby's parents and Child Day Care side, including:

1. Free or at least low cost: After you and your friend downloaded the application, you can use it for chatting as much as you want. Sending thousand even million messages all day long to your friends for free! WhatsApp uses your internet connection: 3G/EDGE or Wi-Fi if available.

2. Multimedia: Allows to send video, picture, and voice note to your friends and your WhatsApp contact.
3. Chat Group: Enjoy a group conversation with your contact without limits.
4. No international charge: Same as no extra cost to send international email, free to send WhatsApp international message. Chatting with friends around the world without any extra cost as long as they have installed WhatsApp messenger on their device.
5. No need of PIN and Username: Why has to be bothered to remember the PIN or username again? Whatsapp works using your phone number, like text message, and perfectly integrated with address book on your mobile.
6. No need to log in and log out: There is no confusion about getting log off from another computer or device. With push notification WhatsApp is always online and connected.
7. No need to add buddies: Your address book is used to automatically connect you and your contacts. Your contact telephone who has Whatsapp Messenger will automatically displayed.
8. Offline messages: Even if you missed the push notification or turn off your phone, WhatsApp will keep that message for you, during offline until you take them while using next application.
9. Moreover: Share location, exchange contact, wallpaper custom, sounds notification custom, modus landscape, postage message time precise, chatting history, etc.

## H. Conclusion

Based on commentary and presentation above, we can conclude as follows:

1. Using the social media could connect a communication between school side and parents. Thus the education as taught in schools could be shared with parents so it could proceed at home. Therefore, child education is not only in school but can be continued at home.
2. With this WhatsApp media, teachers or nannies and parents could exchange information about kids world, either it's about kids education, kids health, breast/porridge/fruit/biscuit feeding schedule, or about parenting world that indispensable for parents.

3. A strategy to solve communication among baby's parents to know the growth and development of their babies when they are in Child Day Care, the WhatsApp should be semiformal, so that the contents in the group is not too stiff and a pleasant language to follow and apply.

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<http://sukarianatongala.blogspot.com/2013/01/normal-0-false-false-en-us-x-none.html>

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Academic position : lecturer of MAP Postgraduate UHAMKA  
Graduates under Supervision : 9 undergraduates students (Faculty of Teacher Training and Education)  
Courses of Teaching : Curriculum Development, Financial Management Education, Introduction to Management, Office Management, Information Systems Management, Office Layout Systems, Indonesian Society Studies, Promotion and Marketing Strategy, Planning Learning in Elementary, Learning and Teaching &Learning

## **Education**

### **2008-1012**

Doctorate (Dr) of Educational Administration

Indonesia University of Education (UPI)

Dissertation : The Implementation of Integrated Quality Management in Early Childhood Education (The Case Study of Three Kindergartens in Depok)

Promotors : Prof H Udin Syaefudin Sa'ud, Ph.D

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### **2005-2007**

Master of Education (M.Pd) of Educational Administration

Postgraduate of UHAMKA

Thesis : The Influence of Teacher's Entrepreneurship and Potentials to the Elementary School Teachers' Working Satisfaction in a Cluster in Cimanggis Depok

Advisors : Prof Dr H Sinaulan

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## **2000-2004**

Bachelor Of Education (S.Pd ) of Educational Administration

Faculty of Teacher Training and Education (FKIP) of UHAMKA

Final Project : The Principal's Role in Improving the Teachers' Quality in Teaching at Islamic Elementary, Cimanggis Depok

Advisor : Dr H Qomari Anwar MA

## **Research Experience in the Last 5 Years**

### **April 2014**

Title Research : Evaluation of the Implementation of 2013 Curriculum in State Elementary School of West Jakarta Region

Source of Funds : Institute for Research and Development UHAMKA (LPPM of UHAMKA) Decree No.517/F.03.07/2013

Amount of Funds: 7.000.000 rupiah

### **January 2014**

Title Research : The Alumni Satisfaction to the Academic Services of UHAMKA

Source of Funds : Postgraduate School of UHAMKA (SPS UHAMKA)

Amount of Funds: 8.000.000 rupiah

### **2012**

Title Research : The Proposal of Student Creativity Program 'Fun Way to Learn Stenography in Students of Vocational School by Using Learning Media the Monopoly Game'

Source of Funds : Institute for Research and Development UHAMKA (LPPM of UHAMKA) Amount of Funds: 7.000.000 rupiah

### **2012**

Title Research : The Benchmarking of Economic Education of Indonesia University of Education (UPI) with Economic Education of UHAMKA 2012

Source of Funds : Institute for Research and Development UHAMKA (LPPM of UHAMKA )

Amount of Funds: 7.000.000 rupiah

## **2012**

Title Research : The Evaluation of Teacher Education and Professional Training Rayon 137 of UHAMKA

Source of Funds : Institute for Research and Development UHAMKA (LPPM of UHAMKA)

Amount of Funds: 7.000.000 rupiah

## **2011**

Title Research : Comparative Study of Systems and Management Information Effectiveness of Employees' Services of FKIP UHAMKA & FKIP Bandung

Source of Funds : Institute for Research and Development UHAMKA (LPPM of UHAMKA )

Amount of Funds: 7.000.000 rupiah

## **2009**

Title Research : Contextual Approach in Teaching Mathematics of the Integers Number Material in the Pondok Duta Elementary School Depok

Source of Funds : Institute for Research and Development UHAMKA (LPPM of UHAMKA )

Amount of Funds: 7.000.000 rupiah

## **Community Service Experience In Last 5 Years**

### **2014**

Service Title : Empowerment of the Creative Economy (Craft Creations of Recycled Newsprint as Efforts to Empower Women in PKK

Source of Funds : LPPM (Institute for Research and Development) Program, Decree No :040/C.01.03/2014

Amount of Funds : 6.000.000 rupiah

### **2013**

Service Title : The Workshop of Article Writing In Journal 2013

Source of Funds : LPPM (Institute for Research and Development) Program, Decree No.:  
103/C.01.09./2013 Certificate

Amount of Funds : 6.000.000 rupiahs

### **2013**

Service Title : The Students' Vanguard in Religious Harmony in Indonesia

Source of Funds : LPPM (Institute for Research and Development) Program, Decree No :  
21/C01.09/2013

Amount of Funds : 6.000.000 rupiahs

### **Scientific Seminars/Papers in the last 5 Years**

#### **28 November-4 December 2013**

Name of Meeting/Seminar : International Conference and Computers in Education

Book Title/Scientific Article : ICCE

Place of Seminar : BALI

#### **27 July 2013, Speaker**

Name of Meeting/Seminar : Collaborative Learning

Book Title/Scientific Article: Economic Faculty

Place of Seminar : Jakarta

#### **June 30th-July 3rd, Presenter**

Name of Meeting/Seminar : International Teacher Education Conference

Book Title/Scientific Article : ITEC, Redefining Teacher Education Building Milestones for  
Global Partnerships and Development in Education

Place of Seminar : UNILA LAMPUNG

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Name of Meeting/Seminar : International Conference

Book Title/Scientific Article : ICCE

Place of Seminar : Singapore

#### **11 June 2011, Speaker**

Name of Meeting/Seminar : National Seminar

Book Title/Scientific Article : "The role of Islamic organizations in support of the  
government to achieve religious harmony '

Place of Seminar : The Regional Government (PEMDA) of Jombang Region

**4-5 June 2011, Speaker**

Name of Meeting/Seminar : International Seminar and Workshop

Book Title/Scientific Article : "Excellent Practice Pedagogic "

Place of Seminar : Indonesia University of Education (UPI) Bandung

**26-27 December 2010**

Name of Meeting/Seminar : International seminar

Book Title/Scientific Article : "International Conference on Leadership and Management in Islamic Education (ICLM 2010)"

Place of Seminar : Malaysia

**30 October 2010**

Name of Meeting/Seminar : Seminar

Book Title/Scientific Article : "The Strategies towards Superior Schools"

Place of Seminar : Bandung

**14 August 2010**

Name of Meeting/Seminar : National Seminar

Book Title/Scientific Article : "A Day Seminar Strengthening Village Officials and Society in Coping with Terrorism"

Place of Seminar : Jombang

**18-19 May 2007**

Name of Meeting/Seminar : Seminars and workshops

Book Title/Scientific Article : "Formulating School Based Competence Curriculum and Planning the Learning Design"

Place of Seminar : Jombang

All the data I filled and listed in this biography are correct and legally accountable. When later if the mismatches with fact are found, I consider receiving sanctions.

Thus this biography I made validly to meet one of the requirements in submission of Competitive Research Grant.

Jakarta, 9 January 2015

A handwritten signature consisting of stylized letters, likely reading "Ihsana El Khuluqo".

Dr Hj Ihsana El Khuluqo M.Pd