TikTok as a Medium for Entertainment Education on Parenting on the Account @rensia_sanvira

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Abstract: The ubiquitous rise of TikTok as a global social media platform has shifted its function from purely entertainment to a significant channel for knowledge dissemination. This study investigates the application of Entertainment Education (EE) theory within the short-video format of TikTok, specifically analyzing the parenting content presented on the popular Indonesian account @rensia_sanvira. Employing a descriptive qualitative research methodology combined with content analysis, this research examines the characteristics, presentation style, and educational values embedded in the account's content. Data was collected through systematic documentation and analysis of videos posted by @rensia_sanvira over a specific period, focusing on themes such as attachment styles, temper tantrums, and child development. The key findings demonstrate that @rensia_sanvira effectively utilizes TikTok's unique features—short duration, trending audio, and relatable scenarios—to package complex parenting concepts into easily digestible and engaging narratives. The content strategy relies heavily on modeling behavior and presenting clear narrative examples that address common parental challenges, thereby achieving the persuasive goals of Entertainment Education. The study concludes that TikTok serves as a highly effective, modern platform for delivering accessible and engaging educational content, successfully blending entertainment with pedagogical objectives to influence and inform contemporary Indonesian parenting practices.

Keywords: TikTok, Entertainment Education, Parenting, Social Media, Short-Video Content, Educational Value

INTRODUCTION

In the current digital era, media has become a fundamental pillar for society to access information easily and rapidly (Sari, 2020). Among the various forms of digital media, social media platforms have emerged as dominant tools not only for entertainment and social interaction but also as alternative channels for education. One of the most popular platforms worldwide is TikTok, a short-video sharing application launched in China in September 2016

(Bulele & Wibowo, 2020). Over time, TikTok has expanded its global reach, becoming one of the most widely used social media platforms across many countries, including Indonesia (Pebrianti, 2021).

According to a report by *We Are Social* (Annur, 2023), TikTok had approximately 1.56 billion active users worldwide as of January 2024, with Indonesia ranking second globally with around 106.52 million users. This massive user base has transformed TikTok into a form of *new media* that serves not only as an entertainment space but also as a source of educational content. The platform enables creators to share learning materials and practical knowledge tailored to specific audience segments (Firamadhina, 2021).

Previous research (Nafi'ah & Pratiwi, 2022) indicates that TikTok content has evolved beyond entertainment to include *educational themes*, such as parenting knowledge. Parenting, as defined by Edward in Asri (2018), refers to the interaction between parents and children that involves nurturing, guiding, and disciplining them toward maturity in accordance with social norms. Such interactions significantly influence a child's cognitive, emotional, and psychosocial development (Solikah, 2016). The early childhood period, particularly from ages 0–6—often referred to as the *Golden Age*—is critical, as about 80% of brain development occurs during this stage (Izzatul Azizah & Adawiyah, 2020). During this time, parental behavior and communication play a vital role in shaping a child's character, emotional intelligence, and intellectual abilities.

However, not all parents possess adequate knowledge and skills in parenting. The *National Socioeconomic Survey* (BPS, 2020) reported that 3.73% of Indonesian children under five had experienced inappropriate or harsh parenting practices, such as excessive control, verbal aggression, or physical punishment. These practices can negatively affect a child's growth and emotional well-being, leading to low self-esteem and psychological distress that may persist into adulthood.

Given this situation, *parenting education* becomes essential to improve parents' understanding and practices. TikTok has emerged as an accessible platform for disseminating parenting knowledge, as parenting-related content is increasingly sought after by parents in the digital era (Nafi'ah, 2022). One prominent figure in this area is Rensia Sanvira (@rensia_sanvira), a TikTok content creator and certified child and marriage counselor. Her verified account, with over 5.5 million followers as of March 2024, delivers educational content on child development, emotional regulation, and effective parenting communication.

Rensia Sanvira's expertise is strengthened by her academic training in psychology and *Neuro-Linguistic Programming* from a summer program in the United States (Khoiriyah, 2021). Her contributions were recognized at the 2020 TikTok Awards, where she received an accolade as a parenting content creator who effectively educates parents through social media (Syifa, 2022). Her content often features role-play scenarios with her children, depicting real-life parenting challenges and constructive responses to children's behavior.

Through TikTok, educational messages about parenting are delivered in an engaging and accessible manner, making it easier for parents to gain insights and practical skills. The digital environment has thus expanded opportunities for learning and support among parents, transcending spatial and temporal boundaries. As Haslam et al. (2017) emphasize, social media provides parents with specific information and advice on child-rearing practices.

Based on this background, this study aims to examine the role of TikTok as an entertainment-education medium in disseminating parenting knowledge, using the case of the @rensia_sanvira account. The research seeks to understand how TikTok functions as a platform for *edutainment* and how it contributes to enhancing parental awareness and competencies in child-rearing practices.

This research is primarily framed by the theory of Entertainment Education (EE) and the conceptualization of TikTok as a "New Media" tool for education.

Entertainment Education is the process of purposely designing and implementing a media message to both entertain and educate (Singhal & Rogers, 1999). The core goal is to embed educational messages, values, and desired behavioral changes within compelling narrative structures, making learning palatable and persuasive.

The mechanism of EE relies heavily on:

1. Narrative Transportation: Drawing the audience deeply into the story or scenario, which reduces resistance to the embedded educational message (Nurdiansyah & Suhartini, 2021).
2. Social Modeling: Presenting characters (or the content creator themselves) who model the desired positive behavior. Through Social Learning Theory, the audience learns by observing the positive consequences of the model's actions (Putri & Sulistyanto, 2020).

In the context of @rensia_sanvira's content, the short-video format presents daily parenting challenges as relatable micro-narratives (e.g., managing tantrums, bedtime routines). The creator (Rensia Sanvira) acts as the positive social model, demonstrating recommended parenting techniques, which is a powerful mechanism for indirect education.

TikTok, as a New Media platform (Rahmana et al., 2022), possesses unique characteristics that facilitate EE:

- Brevity and Digestibility: Its short-duration constraint (up to three minutes, often less than 60 seconds) forces creators to condense information into "snackable" formats, prioritizing clarity and impact, which is essential for busy modern parents.
- Algorithmic Reach: TikTok's powerful "For You Page" (FYP) algorithm prioritizes engaging content over follower count, allowing specialized educational content to reach a mass audience quickly, surpassing the reach limitations of traditional media.
- Interactivity: Features like comments, Duet, Stitch, and Q&A allow for real-time interaction, personalized advice, and peer-to-peer discussion, establishing a learning community (Sari & Basit, 2020).

The theoretical synergy between EE and TikTok lies in the platform's ability to maximize both the *entertainment* (through dynamic visuals, music, and dramatic narrative arcs) and the *educational* value, ensuring high consumption rates and subsequent behavioral influence (Syifa, 2022).

This study seeks to answer the following research questions, that is How about entertainment education about parenting on the TikTok account @rensia_sanvira?

METHOD

This research utilized a descriptive qualitative approach. This method is appropriate for providing a detailed, in-depth description of the observed social phenomenon—the content and communication style of a specific social media account—and interpreting its meaning and function within the theoretical framework of Entertainment Education (Sugiyono, 2013).

The research setting was the digital environment of the TikTok application, focusing specifically on the public content posted on the account @rensia_sanvira.

The primary data source was the video content posted by @rensia_sanvira. The sampling technique was purposive sampling, focusing on a total of 50 videos posted over a four-month period. The inclusion criteria for video selection were:

1. Directly related to a core parenting topic (e.g., emotional regulation, handling tantrums, communication).
2. Exhibited high engagement (over 100,000 views or significant comment activity) to ensure the content being analyzed was widely received by the audience.

3. Represented different formats used by the creator (e.g., direct-to-camera explanation, narrative skits, Duets/Stitches responding to other content).

Secondary data included academic literature on parenting psychology, Entertainment Education theory, and studies on TikTok usage in Indonesia.

Data was collected using two main techniques:

1. Systematic Content Documentation: Videos were systematically documented, transcribed (captions and voiceover), and categorized based on thematic content (e.g., Attachment, Discipline, Mental Health) and EE mechanism used (e.g., Modeling, Narrative, Information). Key visual elements (props, setting, creator's demeanor) and technical aspects (audio choice, video length) were also noted.
2. Literature Review and Synthesis: A comprehensive review was conducted, paying close attention to previous studies related to the educational impact of new media and the specific analysis of @rensia_sanvira's content, such as the thesis by Syifa (2022). This provided the necessary conceptual grounding for the analysis.

The data analysis followed a qualitative content analysis procedure (Putri & Sulistyanto, 2020), which involved:

1. Data Reduction: Irrelevant content (personal vlogs, non-parenting material) was removed. The focus was narrowed down to core messages, key parenting concepts, and corresponding narrative structures.
2. Data Display: The selected video analyses were organized into thematic matrices. For example, one matrix mapped the Problem Scenario (e.g., Child hits parent) to the Recommended Solution (e.g., Validation, not punishment) and the EE Mechanism employed (e.g., Role-playing/Modeling).
3. Conclusion Drawing and Verification: Themes and patterns were identified, leading to preliminary conclusions about the effectiveness of the EE approach. These conclusions were verified by cross-referencing the observed content strategies with the established principles of narrative transportation and social modeling to ensure theoretical accuracy.

RESULT AND DISCUSSION
RESEARCH FINDINGS

The findings of this study indicate that the TikTok account @rensia_sanvira functions as an effective medium of entertainment education (edutainment) in the field of parenting communication. Through creative, emotional, and relatable short videos, Rensia Sanvira integrates educational values into entertainment-based content, making complex parenting messages more accessible and engaging for audiences.

1. Content Analysis

Several representative TikTok videos were analyzed to understand how educational messages are constructed through narrative, analogy, and emotional engagement.

(a) "Crumpled Paper" (Uploaded May 16, 2021)

This video, which received over 9.9 million views and 762.2K likes, uses an analogy-based learning strategy to teach empathy and awareness of verbal bullying. In the video, Rensia uses a crumpled sheet of paper to illustrate that hurtful words leave permanent emotional marks, even after an apology. The analogy simplifies an abstract emotional concept into a concrete visual metaphor, allowing children and parents to understand the psychological consequences of verbal abuse. The caption, *"Don't let your words hurt others; once the heart is wounded, it's hard to heal,"* reinforces this moral message. Hashtags such as #samasamabelajar and #MerdekaBelajar extend the content's reach and categorize it as educational.

(b) "Manners Children Should Learn" (Uploaded April 9, 2021)

This content, with over 14 million views, presents a role-modeling approach to teaching basic manners. Rensia and her daughter Elsheva act out eight polite behaviors, such as saying "please" and "thank you," knocking before entering a room, and respecting others while speaking. The video highlights observational learning, where children imitate modeled behaviors. The caption *"Teach these values early so they last a lifetime"* emphasizes early moral development. Hashtags like #parentinghacks and #parentingtips identify the post as part of TikTok's educational ecosystem.

(c) "Tips for Teaching Children to Face Problems" (Uploaded November 4, 2020)

This video (2.1 million views) conveys a behavioral approach to conflict resolution. Rensia discourages parents from forcing their children to apologize immediately after a conflict. Instead, she advises guiding children to understand the emotional consequences of their actions and encouraging problem-solving. The method fosters emotional intelligence and empathy rather than fear-based obedience. The caption, *"Have your parents ever forced you to apologize?"* invites reflection and audience engagement, stimulating participatory learning.

(d) "Instead of That, Try This" (Uploaded July 12, 2021)

With 2.5 million views, this content demonstrates how parents can replace negative prohibitions ("Don't jump!") with constructive redirection ("The sofa is for sitting; you can jump on the floor instead"). This video aligns with positive discipline principles, encouraging parents to communicate expectations clearly rather than using commands that inhibit children's autonomy. The use of humor and light role-playing makes the lesson emotionally engaging.

(e) "When Emotions Are Suppressed" (Uploaded May 2, 2021)

This content (4.1 million views) employs a visual metaphor using a rubber ball to explain the psychological effects of emotional suppression. Rensia compares repressed emotions to a submerged ball that will eventually resurface forcefully. She advises parents to acknowledge, not dismiss, their children's emotions to help them develop emotional regulation skills. The metaphor and relatable imagery enable audiences to internalize the abstract concept effectively.

2. TikTok as a Medium of Entertainment Education

Based on the thematic analysis, Rensia Sanvira's TikTok account demonstrates the essential characteristics of entertainment education (EE), as defined by Hamruni (2009) — a pedagogical approach combining educational and entertaining elements harmoniously to create enjoyable learning experiences.

(a) Creating a Relaxed Learning Environment

Rensia's delivery style is conversational, non-didactic, and emotionally supportive. Her use of informal language, relatable scenarios, and family involvement creates a stress-free learning environment, enabling audiences to learn in a relaxed state. This aligns with Rose and Nicholl (in Trinova, 2012), who argue that enjoyable learning environments reduce psychological barriers and enhance comprehension.

(b) Emotional Learning through Humor and Empathy

Rensia strategically integrates emotional engagement and humor to maintain attention and foster empathy. Videos such as *"Tips for Teaching Children to Face Problems"* and *"Instead of That, Try This"* incorporate light humor and relatable dialogues that make educational content emotionally resonant. This aligns with Friedman's (2002) concept that humor in education can stimulate motivation and memory retention. Emotional learning, as applied here, strengthens the affective connection between educator and learner.

(c) Relevance of Educational Material

All analyzed content addresses real-life parenting challenges—such as emotional regulation, verbal discipline, and child behavior management—making the educational material highly relevant to the target audience. For example, *"When Emotions Are Suppressed"* illustrates a common parental tendency to silence a child's emotions, offering instead a psychologically informed response. This relevance supports Setyawan's (2019) view that effective parenting education must resonate with daily family experiences.

3. Summary of Findings

Overall, the @rensia_sanvira TikTok account exemplifies how short-form social media content can function as an effective edutainment tool in promoting positive parenting practices. Through analogies, humor, emotional storytelling, and relatable everyday situations, Rensia successfully transforms traditional parenting lessons into accessible, engaging, and impactful messages. The findings highlight that entertainment-based education can foster emotional learning, improve parent–child communication, and promote reflective parenting practices within the digital sphere.

DISCUSSION

This study examines how entertainment education is employed in parenting content by the TikTok creator @rensia_sanvira, who creatively integrates humor and short-form dramatization to communicate parenting messages. The findings reveal that Rensia Sanvira utilizes TikTok's audiovisual affordances to educate parents about emotional regulation, communication, and child-rearing practices while maintaining an entertaining and stress-free delivery style. Her approach represents a contemporary form of digital edutainment, merging pedagogical intent with accessible humor and everyday storytelling.

Parenting content has become increasingly popular among audiences seeking solutions to family and child-rearing challenges (Nafi'ah, 2022). Within this context, Rensia's videos serve as micro-learning tools—short, relatable, and emotionally engaging—providing parenting guidance in formats that fit the viewing habits of social media users. Data collection in this study involved documentation and qualitative content analysis of Rensia's educational TikTok posts uploaded between 2020 and 2021, each receiving over 100,000 likes, which indicates high audience engagement and relevance.

1. Creating a Stress-Free Learning Environment

The findings show that Rensia Sanvira's videos often use parody and analogy to simplify educational messages. By adopting humorous dramatizations—such as mimicking parents who overreact or modeling alternative behavior—she fosters a relaxed and approachable learning atmosphere. Her conversational tone and avoidance of didactic instruction transform parenting education into an enjoyable, relatable experience. This aligns with the concept of "stress-free learning environments" described by Rose and Nicholl (in Trinova, 2012), emphasizing that education should engage learners emotionally and cognitively without inducing tension.

2. Emotional Learning through Humor

As supported by Wahyuni (2017), positive emotions and enjoyable experiences enhance learning and memory retention. In Rensia's case, humor becomes a key pedagogical tool that stimulates both emotional and cognitive engagement. By embedding laughter and empathy within her content, she encourages parents to reflect on their behavior and emotional responses to children. Videos such as *"When Emotions Are Suppressed"* demonstrate how

emotional awareness can be taught through relatable metaphors and narrative play, transforming complex psychological concepts into accessible everyday lessons.

3. Relevance of Educational Content

Parenting education requires emotional intelligence, as it plays a crucial role in a child's long-term development (Rosa, 2021). Rensia's video *"When Emotions Are Suppressed"* exemplifies content that connects directly with these concerns by illustrating how unexpressed emotions can negatively affect both parents and children. Through relatable visual metaphors and short narrative storytelling, her videos guide parents to teach emotional regulation effectively. The relevance of these messages ensures that the audience not only consumes entertainment but also internalizes applicable lessons in real-life parenting contexts.

Overall, Rensia Sanvira's educational strategy reflects the framework of entertainment education (EE) as defined by Hamruni (2009)—a learning process designed to harmoniously combine educational and entertaining elements, making education enjoyable and accessible. Her approach demonstrates how digital creators can transform TikTok into an informal learning environment that appeals to diverse audiences, not only new parents but also the general public.

4. Comparison with Previous Studies

This research aligns with the findings of Putri, Sulistyanto, and Imaddudin (2020), who analyzed educational fun-fact content on the TikTok account @Buiramira. Both studies highlight the integration of humor, informal language, and emotional engagement as essential elements of effective edutainment. However, while @Buiramira focused on academic education (e.g., thesis writing), @rensia_sanvira extends the EE framework into parenting communication, applying it to emotional and behavioral learning in family life.

5. Rensia Sanvira's Role as a Change Agent

Drawing on Havelock's model of change agency (in Nasution, 2004), Rensia Sanvira's educational influence can be categorized into three key roles:

1. Catalyst – Rensia acts as a motivational agent who encourages positive behavioral change among parents. Through relatable content, she mobilizes her audience to adopt more empathetic and reflective parenting practices.
2. Solution Giver – Her content provides practical problem-solving strategies for common parenting challenges, such as discipline, emotional control, and communication with children. Each video offers concrete tips framed in accessible and engaging language.
3. Process Helper – Beyond offering solutions, Rensia serves as an empathetic guide, accompanying parents through the process of learning new approaches to child-rearing. Her TikTok account becomes a digital support system that helps parents reflect, learn, and apply educational values in daily interactions.

Summary of Discussion

In conclusion, @rensia_sanvira's TikTok content embodies the principles of entertainment education, where educational messages are packaged through humor, empathy, and narrative creativity. By creating a relaxed learning atmosphere, emotionally engaging delivery, and relevant educational material, Rensia transforms digital entertainment into a powerful parenting learning tool. Her role as a catalyst, solution giver, and process helper signifies how social media creators can function as informal educators, fostering positive behavioral and attitudinal change through accessible and enjoyable digital storytelling.

CONCLUSION

The findings of this study conclude that @rensia_sanvira successfully implements the concept of entertainment education through her TikTok parenting content by combining educational messages with humor, empathy, and relatable dramatization. This approach creates a stress-free, emotionally engaging, and relevant learning environment that makes parenting education more accessible and enjoyable for audiences. Rensia Sanvira effectively serves as a catalyst for positive behavioral change, a solution provider for common parenting challenges, and a process helper guiding parents toward better emotional understanding and communication with their children. Overall, her TikTok content demonstrates how social media can function as a meaningful platform for informal education, particularly in promoting positive parenting practices through creative and entertaining digital storytelling.

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