



Working Parents' Needs for Early Childhood Daycare

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ABSTRAK

Di sektor publik guna memenuhi kebutuhan keluarganya. Kondisi ini menyebabkan orang tua tidak bisa mengasuh anak selama jam kerja sehingga orang tua membutuhkan layanan PAUD khususnya daycare atau taman penitipan anak. Tujuan dari penelitian ini adalah untuk mengetahui indikator kebutuhan orang tua pekerja terhadap layanan PAUD daycare. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian survei. Subjek penelitian pada penelitian ini yaitu orang tua bekerja yang menitipkan anaknya di layanan PAUD daycare sebanyak 150 responden. Metode pengumpulan data yang digunakan adalah dengan metode survei dengan menggunakan angket yang diberikan pada responden. Sebelum angket diberikan pada responden, angket divalidasi terlebih dahulu oleh ahli terkait. Analisis data yang digunakan yaitu menggunakan teknik analisis dengan skala likert 5. Hasil dari penelitian ini menunjukkan bahwa orang tua bekerja membutuhkan layanan PAUD daycare yang memberikan kegiatan yang dapat membantu perkembangan anak. Selain itu, pengasuh dengan gelar sarjana dan lokasi daycare, serta biaya yang dikeluarkan juga menjadi pertimbangan orang tua untuk menitipkan anaknya di lembaga PAUD daycare.

ABSTRACT

The family needs to require parents to work. Even mothers with young children often work in the public sector to meet their family's needs. This condition means that parents cannot care for their children during working hours, so parents need PAUD services, especially daycare or child care. This research aims to determine indicators of working parents' needs for PAUD daycare services. The type of research used in this research is survey research. The research subjects in this study were 150 working parents who entrusted their children to PAUD daycare services. The data collection method used is a survey method using a questionnaire given to respondents. Before the questionnaire is given to respondents, the questionnaire is validated first by the relevant expert. The data analysis used techniques with a Likert scale of 5. This research shows that working parents need PAUD daycare services that provide activities that can help children's development. Apart from that, parents who have a bachelor's degree and the location of the daycare and the costs incurred are also considerations for parents when entrusting their children to PAUD daycare institutions.

1. INTRODUCTION

Education is a very fundamental thing in human life. UU no. 20 of 2003 concerning the National Education System, has provided guarantees in the form of educational services to every Indonesian citizen from an early age. Children's education from an early age is very important as a basis for the formation of a complete human personality, namely for the formation of character, noble character, intelligence, cheerfulness, skill, and devotion to God Almighty. (Fitri et al., 2023; Novita & Danugiri, 2020). Early Childhood Education is believed to be the spearhead of humans in facing the next phase of life. Not only children's education at an early age, child care and upbringing are things that parents must pay attention to (Rahmawati & Sugito, 2022; Shabarina et al., 2018). Nowadays, more and more parents are becoming more literate regarding parenting knowledge, so that parents increasingly understand the needs of children's growth and development. This can be seen from parents' concern for choosing child care institutions that have a planned curriculum, instill character education and implement multiple intelligence-based PAUD service programs that are more popular. (Anggadewi et al., 2022; Budyawati et

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al., 2021; Handayani et al., 2020). In this way, children are not only entrusted to their care, but also get activities that can help their growth and development. Ideally, parents should be able to train and see their child's development directly at an early age rather than having to be left in their care. However, in fact, family needs will continue to increase as time goes by so that both parents have to work. This condition means that parents cannot care for their children during working hours. For parents who are busy working, they prefer to entrust their children to grandmothers, relatives, baby sitters, or even daycare services. Child care or what we usually know as daycare is a child welfare program that is integrated with the care and upbringing of children from the age of 3 months to the age of 6 years and is usually carried out during working hours. (Hamer et al., 2020; Lina & Mahyuddin, 2021; Puspitasari et al., 2022). Just like other non-formal education, daycare also provides learning through play which can help children's growth and development (Amalia & Nurfadilah, 2021; Mahatmi et al., 2022). Child care centers have a role, among others, as a temporary place for home and parents, as a place for information, communication and consultation in the field of early childhood welfare and as a place of education or a place for children to learn and optimize their development. (Azizah, 2019; Puspita, 2019).

Currently, childcare in daycare institutions is more in demand than childcare at home with household assistants. If children are entrusted to daycare, children will be invited to learn while playing to optimize their development (Rahadiyanti et al., 2021; Triana et al., 2019). Playing is an absolute necessity for young children, so parents and caregivers need to provide appropriate games for children (Lestari, 2019; Nur et al., 2023). So, daycare is quite the right choice if parents do not have enough time to train their child's development. Apart from that, there are several aspects that make parents prefer to leave their children in daycare institutions rather than just being cared for at home, for example in terms of facilities, safety, comfort and also cost. Good daycare usually has quite complete facilities. A comfortable daycare and class environment will help you to explore your knowledge (Kurniawaty et al., 2019; Purnamasari, 2018). So parents don't have to worry about their children while they are working. However, parents and daycare caregivers are expected to be able to communicate well to help the child's development so that the child is not just left in the care, but gets the right treatment, training and learning when left in the daycare. (Lolitha et al., 2020; Yasin & Puspitasari, 2020). There are various kinds of activities given to children when they are entrusted, one of which is learning about habituation and independence. Teachers or child care providers at daycare are expected to provide habituation activities that can train a child's responsibility and independence. These habituation activities can start with simple things such as throwing rubbish in its place and role playing (Hasmawaty, 2020; Zubaidi et al., 2022). This role playing activity is also not far from carrying out daily activities, this role playing method is considered quite effective in helping to form independence and shape children's personalities from an early age. (Harahap et al., 2022; Putrihapsari & Fauziah, 2020).

The activities carried out by the child while at daycare will later be reported to the parents. Caregivers and parents should be able to communicate well about what child development needs to be improved and what is running optimally. The development that needs to be provided by caregivers is not only about learning, but the child's physical health also needs to be developed while the child is in daycare. This is also often referred to as holistic integrative services, which means that parents and teachers strive for the best for the child's development. (Ramadhani et al., 2023; Suparmiati et al., 2022). It's just that needs and reality on the ground sometimes don't go hand in hand. Some parents who entrust their children to daycare institutions feel dissatisfied with some of the quality of services (Eka & Rusmaladewi, 2020; Islamiyah & Puspitasari, 2023). There are also daycares that only provide care services, this is proven by the absence of structured learning activities or child development reports. Likewise, there are parents who complain that their children know inappropriate vocabulary and receive poor treatment from their friends. Some parents also complained that daycare operational hours were less flexible and in accordance with the parents' working schedules. This problem makes working mothers who need child care services more selective in choosing day care institutions. Various problems related to the unmet needs of parents for Daycare institution services are the basis for this research.

Several previous studies have revealed that parents' decisions in using daycare are influenced by perceptions and preferences (Sholihah & Wulansari, 2021). Other research results reveal that parents need daycare to help with the process of raising children, where the main priority needs of parents are physiological needs and self-actualization needs, while other needs, such as the need for security, love and appreciation, parents focus on paying attention to needs and the welfare of children in appropriate daycare (Rukan & Puspitasari, 2022). Based on several research results, it can be said that daycare is needed by parents to help with the process of raising children. It's just that in previous research, there have been no studies that specifically discuss the analysis of working parents' needs for PAUD (Daycare) services. So the research focused on this study with the aim of finding out indicators of working parents' needs for PAUD daycare services.

2. METHOD

This research is classified as a quantitative type of research using survey methods. This research was carried out through several stages, including literature study, research subject mapping, instrument development, instrument validation, instrument distribution, analysis of the results of instrument distribution and conclusions. The subjects in this research were working parents who had children aged 3 - 6 years in the Jember Regency area. Based on research distribution in Jember Regency, there are 10 PAUD institutions in different areas. The research respondents were determined evenly as 15 people at each PAUD institution. So, the total number of respondents obtained was 150 respondents. Next, research respondents filled out a research questionnaire that had been distributed by the research team.

Data collection in the research was carried out using observation and interview methods, where the instrument used was 9 questions addressed to respondents. The list of questions presented in the questionnaire was validated first by 2 expert validators in their fields. Based on the validation results, the instrument grid used includes several items which include: identity of parents, working hours of father/mother, indicator of child acceptance, type of care, form of additional services expected, learning facilities, human resource qualifications, physical facilities for activities, location, and financing. The data obtained in the research was then analyzed using quantitative descriptive analysis techniques with a Likert scale. The instrument validation process is carried out through several stages in focus group discussion (FGD) activities, as in Table 1.

Table 1. Research Instrument Validation Process

No.	Activity
1	Conduct coordination meetings with research members to prepare research schedules, distribute research tasks, and prepare FGD 1 regarding the preparation of research instruments.
2	Carrying out FGD 1 activities together with PAUD practitioners and academics in Jember Regency to prepare research instrument items.
3	Conduct FGD 2 activities and discuss revisions to research instrument items that have been carried out previously. At this meeting, the instrument was also discussed which had been equipped with a Likert scale to assess each point of the questions given and received input from the validator.
4	Carry out FGD 3 activities which discuss the results of the research that has been carried out.
5	Prepare research reports based on the results of survey research that has been carried out.

3. RESULT AND DISCUSSION

Result

The results of the analysis show several findings in this research, including: the first finding is related to the working hours of fathers and mothers during one day. The results of the analysis show that the average working hours of fathers/mothers of 8 hours is the highest figure with a percentage of opinion polls of 55.7%. Followed by parents' work duration of 10 hours which saw a percentage gain of 23.4%, then 12 hours and above with a percentage gain of 9.5 percent. This shows that working parents spend quite a lot of work hours in a matter of days (starting from 06.00 WIB). The diagram of the average working hours of parents in one day can be seen in Figure 1.

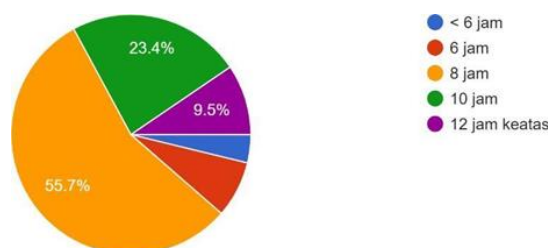


Figure 1. Results of Average Hours Father/Mother Work in 1 Day

Second finding related to the type of care desired by parents. The results of the analysis regarding this aspect show that those interested in the full day type of day care have the top ranking as an alternative child care with a percentage of data entry of 46.2%, followed by the incidental type of care with a percentage of 29.1% and the half day care type of 24.7%. Each place of care certainly has

different criteria for accepting new students. Not all daycares can accept children of a certain age. In more detail, the results of the analysis regarding the type of care that parents are interested in can be seen in Figure 2.

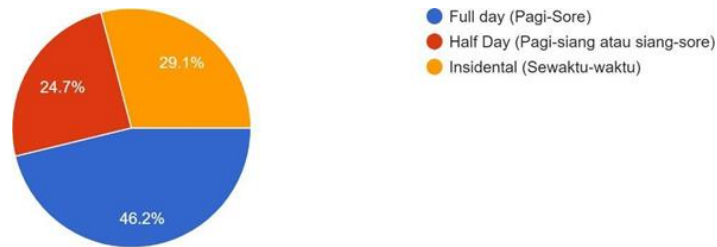


Figure 2. Results of Types of Care that Parents Interested in

Third finding related to indicators of acceptance of the expected age of the child. The results of the analysis show that parents' needs for indicators of acceptance of the expected age limit for children have a tendency towards pre-school age, namely 3-6 years old with a presentation of 60.8%, followed by toddlers 12-36 months with 20.9%, and infants (3 -12 months) as much as 15.8%. Meanwhile, very few or even almost none choose newborn age (0-3 months) as the age limit for accepting daycare participants. This is also in accordance with the recommendations of several studies which do not recommend that newborn babies be placed in child care institutions. This is because newborns are still very vulnerable if they have to mix with lots of people. It is hoped that at this age children will have a special attachment to their parents, so independent parenting is more recommended. The results of the analysis regarding indicators of expected age acceptance of children can be seen in more detail in Figure 3.

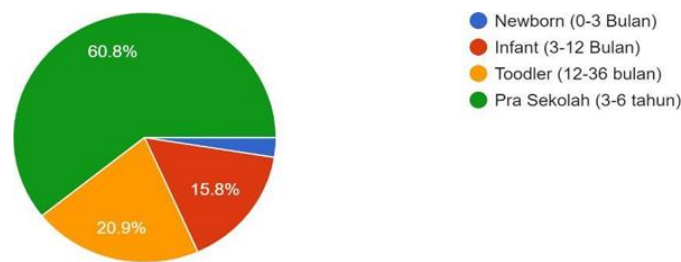


Figure 3. Expected Child Age Acceptance Indicator Results

Fourth finding related to the form of service that parents are interested in. The results of the analysis show that the form of additional service that is most in demand by parents is Islamic services such as Koran recitation and tahfidz activities, with a percentage of 52.5%, followed by health and nutrition services with a percentage of 20.3%, then consultation and counseling services with income. percentage of 15.2%. Meanwhile, very few parents want additional services in the form of children's pick-up and drop-off. This can be seen from the very small percentage of enthusiasts at 12%. This indicates that parents' need for the importance of instilling religious and moral values in their children is very great through reciting the Koran and tahfidz activities at Daycare Institutions. In more detail, the results of the analysis regarding the types of services that parents are interested in can be seen in Figure 4.

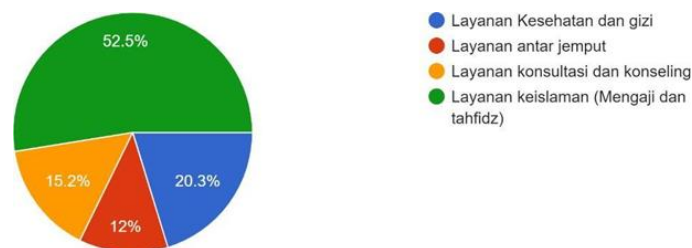


Figure 4. Results of the Forms of Service that Parents are Interested in

Fifth finding related to the learning facilities that parents expect. Not only services, but parents also hope that their children can play while learning at daycare. This aims to ensure that children can develop their abilities well. The following are the learning tools that parents expect. The results of the analysis regarding the learning facilities expected by parents show that the selection of APE learning facilities based on natural materials has the highest percentage with a score of 82.3%. Meanwhile, IT-based APE received a percentage of interest of 17.7%. This indicates that many parents recommend the use of natural APE rather than technology-based APE. The educational qualifications of a caregiver are also highly considered in daycare services. These results then show that the higher the education of the caregiver, the more likely they are to be able to provide the best service and education for the child. In more detail, the results of the analysis regarding the learning facilities that parents expect can be seen in figure 5.

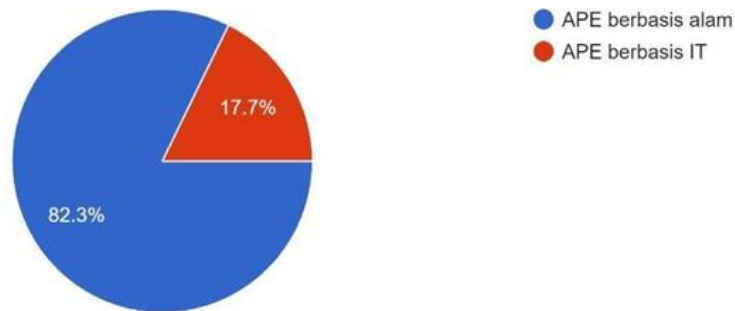


Figure 5. Results of Learning Facilities Expected by Parents

Sixth finding related to the educational qualifications of the caregiver expected by parents. The results of the analysis show that the majority of parents choose a high educational qualification for caregivers, namely undergraduate education level graduates with a percentage of interest of 62%, while those interested in qualifications for caregiver graduates at Diploma Education level are 25.3% and high school graduates are 12.7%. This indicates that parents really pay attention to the educational qualification level of child care service caregivers. Even though they are busy working, parents also want to monitor how their children are studying and being entrusted to daycare institutions. Not infrequently, parents choose a place of care based on the location close to home or the office where the parents work. figure 6.

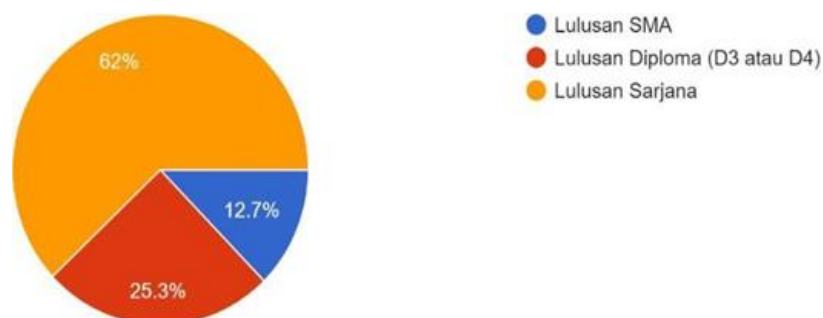


Figure 6. Parental Expected Outcomes of Caregiver Education

Fourth finding related to the description of daycare locations that are of interest to parents. The results of the analysis show that parents' interest in choosing a daycare location close to home has a much higher level of interest compared to a daycare location close to the office. As many as 70.9% of respondents chose a daycare location close to home, the remaining 29.1% chose a daycare location close to the office or where their parents work. To train and explore children's abilities, it is necessary to have balanced activities between activities in the classroom and field activities. This needs to be paid attention to so that children understand what is outside the classroom, so that children's knowledge will increase. In more detail, the results of the analysis of the means of activities expected by parents can be seen in Figure 7.

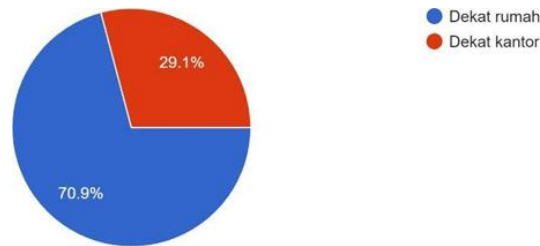


Figure 7. Daycare Location Results Expected by Parents

Eighth finding related to the physical facilities needed by parents for daycare services. The results of the analysis show that data on selecting indoor and outdoor physical activity facilities is the majority of parents' choices at a percentage level of 91.1%. Meanwhile, very few chose only open or outdoor spaces, namely 7.6% of the total 150 respondents. This indicates that the existence of daycare services that provide outdoor and indoor activities for children is a priority service need for parents. In more detail, the results of the analysis regarding the physical facilities needed by parents for daycare services can be seen in Figure 8.

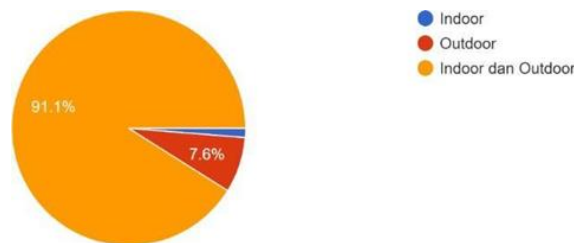


Figure 8. Results of Physical Facilities for Activities Expected by Parents

Ninth finding related to the amount of service costs that parents expect. The results of the analysis show that the majority of respondents chose full day service with a service fee of 500,000 - 700,000 per month as the percentage of respondents' interest shown was 39.5%. Meanwhile, the second highest option chooses full day service with a service fee of 700,000-950,000 per month with a percentage of parental interest of 28%. The third option is half day service with a cost of 300,000 - 400,000 per month with a percentage of respondent interest of 18.5%. In more detail, the results of the analysis regarding the amount of service costs expected by parents can be seen in figure 9.

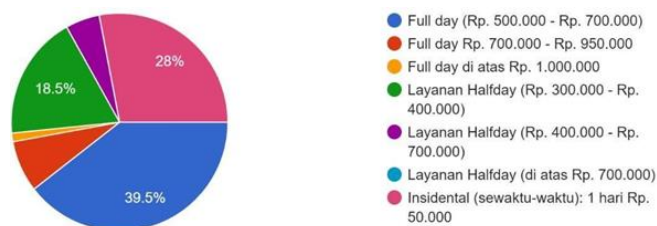


Figure 9. Results of the Service Fee Expected by Parents

Discussion

The busyness of working parents confronts parents with the choice of entrusting their children to day care institutions. Daycare services are also a form of non-formal education. Implementing good daycare also provides facilities that can detect disorders in children, so that both parents and caregivers can provide appropriate treatment if it is true that the child is experiencing developmental disorders. (Rahmawati & Sugito, 2022; Shabarina et al., 2018). The results of data analysis show that Parents generally spend 8 hours working every day. The density of parents' daily activities means that the level of parents' need for daycare also increases. This can be seen from the results of research respondent data which showed that parents' interest in the type of daycare - full day was extraordinary. The full day type is a type of daycare that lasts from morning to evening. So deep The full day program is a program that is very suitable for parents who work full day, but its implementation requires support from all parties so that it runs smoothly. (Amalia & Nurfadilah, 2021; Mahatmi et al., 2022). Popular daycare institutions certainly have superior programs that attract people's interest in entrusting their children to

them. In this case, parents prefer additional services in the form of Islamic activities such as the habit of reciting the Koran and tahfidz as additional programs at Daycare Institutions. However, the main daycare service is still childcare that prioritizes the development of 6 main aspects (Kristiani et al., 2021; Nuraini, 2018). Don't forget that supporting learning facilities use APE based on natural ingredients as the majority of parents' choice when using daycare services. Learning facilities can support children's interests, apart from that. The standard of infrastructure must also be good and complete (Aziz, 2017; Karlina et al., 2018).

Providing good services and facilities at daycare institutions can build parents' trust in entrusting their children (Lestari, 2019; Nur et al., 2023). Early detection services for children entrusted to daycare institutions do not need to be carried out every day. Early detection in children can be carried out every few months to detect children's development and help create a healthy and intelligent generation (Rahadiyanti et al., 2021; Wirawati & Puspitasari, 2019). Apart from supporting facilities at the institution, don't forget that appropriate qualifications are also needed in establishing a daycare institution. In this case, parents agree more and predominantly choose caregivers with higher education qualifications. Educational qualifications generally have an influence on a person's level of knowledge, both in terms of knowledge and experience. The ratio between caregivers and children being cared for is also a consideration for parents when choosing daycare. This is because caregivers can pay more attention to the children they care for so that the children receive good care and growth and development training (Ramadhani et al., 2023; Suparmiati et al., 2022). If the ratio of caregivers to children can be divided equally, then this can foster attachment between caregivers and children (Hardiyanti, 2020; Puspita, 2019). Not only attachment, caregivers can provide maximum attention, training and service if the number of children they care for is only small. Apart from that, a good daycare service must also pay attention to the quality in terms of caregivers, curriculum, environment, and appropriate service times (Lolitha et al., 2020; Yasin & Puspitasari, 2020).

Parents also of course want to go to and from work comfortably by leaving their children in a daycare that is a certain distance away. In this case, the majority of parents prefer daycare institutions that are close to their location (home) as an alternative to the distance to the daycare location. Apart from that, parents also hope that there will be ample space for children to move indoors and outdoors. With the expected facilities, parents can afford the cost of a full day type of daycare service with a service cost range of 500,000 - 700,000 per month. Even though parents entrust their children to daycare while working, parents' role and involvement is still needed in daycare. The daycare should also be able to invite parents to provide further explanation and information regarding what can be taught at home so that the child's growth and development can develop optimally according to his age. Not only that, parents and caregivers should be given training that can increase parents' and caregivers' knowledge regarding children's needs and experimental children's activities (Rizkita, 2017; Sinaga & Timbange, 2022). In this way, activities can be provided to foster children according to their needs at that time which are also adjusted to their age.

The results obtained in this study are in line with the results of previous research, which also revealed that Parents' decisions in using daycare are influenced by Perception and Preference (Sholihah & Wulansari, 2021). Other research results reveal that parents need daycare to help with the process of raising children, where the main priority needs of parents are physiological needs and self-actualization needs, while other needs, such as the need for security, love and appreciation, parents focus on paying attention to needs. and the welfare of children in appropriate daycare (Rukan & Puspitasari, 2022). So based on several research results, it can be said that daycare is needed by parents to help with the process of raising children.

4. CONCLUSION

Based on the results of the research analysis, it can be concluded that working parents need PAUD daycare services that provide activities that can help children's development. Apart from that, caregivers with a bachelor's degree and the location of the daycare, as well as the costs incurred, are also considerations for parents when entrusting their children to PAUD daycare institutions.

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