

ABSTRACT

This study examines the parenting styles of millennial parents in the post-pandemic era and their impact on early childhood development within family communication. Changes in lifestyle and technological advancements influence parenting approaches, requiring a balance between traditional values and modern innovations. The study aims to identify the parenting methods applied and the challenges faced. Using a descriptive qualitative method, the research involves in-depth interviews with teachers, DP3A officials, and millennial families in Cirebon City. Data were analyzed using triangulation to enhance validity. The findings indicate that millennial parents tend to be adaptive, utilizing technology as an educational tool, prioritizing open communication, and strengthening emotional bonds with their children. The pandemic has increased awareness of the importance of quality time, hygiene, and health, despite persistent psychological challenges. This study contributes to understanding how traditional values integrate with technology-based approaches in modern parenting. Recommendations include improving parents' digital literacy and communication skills, maintaining a balance between children's emotional, physical, and social needs, and government support through parenting education programs to address contemporary challenges. Future research could explore the long-term impact of digital parenting on children's social and emotional development.

Keywords: parenting, family communication, millennial parents, young children, post-pandemic