

ABSTRACT

The use of gadgets among toddlers has become an increasingly common phenomenon, especially among Generation Z parents. This study aims to analyze the communication patterns adopted by Generation Z parents in limiting their children's screen time. The research employs a qualitative approach with in-depth interviews conducted with five key informants who are Generation Z parents with toddlers. The findings indicate that Generation Z parents tend to apply protective and consensual communication patterns in managing screen time. The protective pattern is characterized by parental dominance in regulating gadget use, while the consensual pattern is reflected in efforts to involve children in discussions regarding screen time rules. The strategies implemented include activity diversion, time restrictions, warnings, and content monitoring. The study concludes that a combination of protective and consensual communication patterns is effective in limiting toddlers' screen time. The implementation of these patterns can reduce the negative impacts of excessive gadget use, such as tantrums, speech delays, and social disorders. Therefore, the active role of parents in fostering healthy communication with their children is key to optimizing screen time management.

Keywords: *Communication patterns, generation Z parents, screen time, toddlers*