
An Online Seminar: Parenting Approaches for the Alpha Generation

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Abstract: *The Alpha Generation, born from 2011 to 2025, is the most technologically advanced. This generation is generally proficient with technology but is also at risk of becoming addicted to devices and experiencing a decline in social interactions. To create a solid foundation, an educational strategy that involves family, schools, and the community is essential. Parents must adopt effective parenting strategies suitable for the Alpha Generation. This community service project aimed to educate and engage the community about the optimal parenting methods for Gen-Alpha online, encouraging greater participation over the weekend. The audience consisted of parents of seventh-grade students. The initiative took place online via Zoom with a public junior high school, SMP Negeri 174 Jakarta. The community service activities summarized success with indicators of participant number and positive results from the open-ended question from the questionnaire.*

Introduction

The Alpha Generation, born between 2011 and 2025, is the most advanced in digital technology (Muttaqin et al., 2024). This generation tends to be technologically savvy but also faces the risk of gadget addiction and decrement in social interaction (Nasir, 2024). Almost 2.5 million children of the Alpha Generation are born into the world daily (Muttaqin et al., 2024).

An educational approach that involves family, school, and community is needed to provide a solid foundation (Nasir, 2024). Parents need to implement ideal parenting for the Alpha Generation (Yusuf et al., 2024). Even though technology continues to develop, cultivating spiritual values, nationality, and local wisdom remains essential life guidance for the Alpha Generation in the future (Nasir, 2024).

Education regarding parenting styles is crucial to parents' role in shaping children's character and development. Parents have an equally central role in providing a solid foundation for children's growth (Sari et al., 2024). The importance of anticipating developments in digital technology in the parenting and education of Generation Alpha was highlighted (Nasir, 2024).

This community service initiative provided education and outreach to the public

regarding the ideal parenting style for Gen-Alpha (Sari et al., 2024) in an online seminar during the weekend for more extensive audience participation. The school needed to disseminate information about parenting for Gen-Alpha. The audience was parents of the year-7 students. The service was held online through Zoom (Zoom, 2025) meetings with a public junior high school, SMP Negeri 174 Jakarta.

Sampoerna University has partnered with SMP Negeri 174 Jakarta as a community service partner, and several activities have been accomplished together (Djajasoepena, Setiawan, Bhakti, et al., 2024; Djajasoepena, Setiawan, Triawan, et al., 2024) this year and in the past.

Community Service Method

In early and mid-December 2024, two community service activities with different types of activities and audiences occurred in the same school with varying event modes. The school held this community service with audiences of parents from year 7 students. Figure 1 shows sequential activities for this community service:

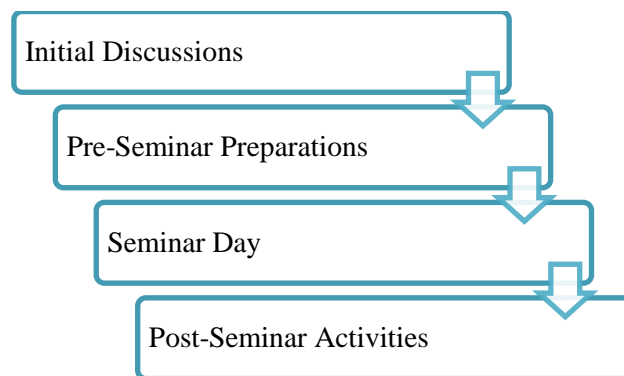


Figure 1. Community Service Stages

In early November 2024, a school representative initiated a discussion via audio call and instant messaging. The conversation focused on community service initiatives in an online seminar format. It covered several key topics related to high school students in the Z and Alpha generations, including problems that may arise, how to handle them, the event's date and time, the subject (with one revision), the event format, the types of audiences expected, and the event's location.

Pre-seminar preparations involved liaising with the appropriate resource person, messaging the topic to allocate time for generating seminar materials, paperwork activities for formal correspondences, generating certificates for resource persons and organizers, designing background images for online participants, and more. The event format was decided as a

seminar, with parents and staff as audiences.

The event duration confirmed was 120 minutes in online seminar mode, including the seminar and Q&A session. The school designed an event e-flyer for publication before the event and posted it on social media. Figure 2 shows the published e-flyer design.



Figure 2. Online Seminar e-flyer

The seminar event was on Saturday, 21 December 2024, starting at 9:00 and lasting two hours. More than 90 participants participated in this online seminar activity, which was held in a casual ambiance. Topics included types of generations (Höfrová et al., 2024), alpha generation definitions, characters, potential issues, and parenting the best way for alpha generations. Participants were enthusiastic about the subject in this online seminar, as proven by the number of questions raised moderated and directly during the Q&A session or via chat features. Participants' attendance was taken through an electronic form, including feedback from the participants about the event and the topic from the resource person. The community service activities summarized success with indicators of participant number and positive results from the open-ended questions from the questionnaire.

Post-seminar activities included administrative tasks to generate the community service report, writing a community service manuscript to be proposed to the internal community service journal, and distributing resource person and organizer certificates in printed and electronic formats. The school principals were required to sign the organizer and resource person certificates. Event publications have been featured on Instagram.

Community Service Results

The online seminar focused on community service initiatives surrounding parenting approaches for the alpha generation. It was a brief yet impactful event that lasted just under half a day on Saturday. From the moment participants registered, the atmosphere buzzed with

enthusiasm and anticipation. As the day unfolded, screenshots captured attendees' smiles and engagement, preserving the memories of this collaborative experience.

All seminar materials were meticulously prepared and delivered, ensuring participants had access to valuable resources. The Q&A session became the highlight of this event. Participants engaged in lively discussion and questions that flowed seamlessly, finishing right on schedule. The seminar was a resounding success, fostering community and shared learning among all involved. Figure 3 shows the screenshot of the seminar held.

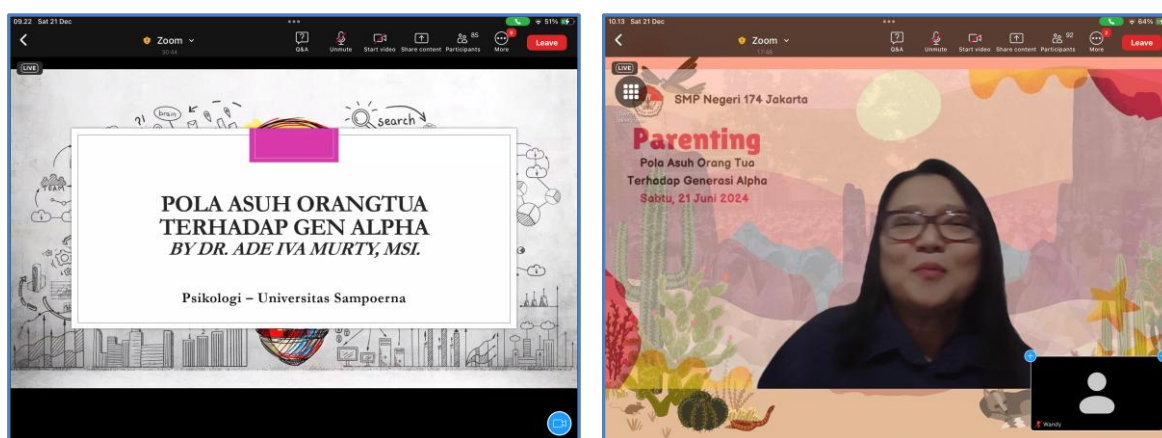


Figure 3. Online Community Service Seminar Screenshots

The resource person provided an engaging presentation on parenting strategies tailored for the alpha generation, as illustrated in Figure 3. The session took place on Zoom, allowing participants to stay connected and engaged. Utilizing slides as a thoughtfully crafted visual design, the resource person shared valuable insights and encouraged a lively exchange of ideas during an extended Q&A segment. This interactive dialogue fostered a deeper connection between the resource person and the attending parents, enhancing the overall experience of the seminar.

Community Service Discussion

In November 2024, SMP Negeri 174 Jakarta launched a series of community service online seminars designed to engage participants in meaningful discussions and activities. These seminars took place via Zoom and continued until mid-December 2024. Various topics were explored during this period, and participants were encouraged to share their insights and experiences. The event's details, including specific activities and notable achievements, are presented in Table 1 below.

Table 1. Community Service Activity Descriptions

#	Activity Descriptions	Status
1	Initial Discussions	Achieved
2	Pre-Seminar Preparations	Achieved
3	Seminar Day	Achieved
4	Post-Seminar Activities	Achieved

Table 1 provides a comprehensive overview of the community service activities that were completed in their entirety. This includes every step, from the initial discussions to the follow-up activities after the seminar. The initial talks, along with the seminar itself, were conducted through online platforms, allowing for flexible engagement among participants. Meanwhile, the preparations leading up to the seminar and the subsequent post-seminar activities took place offline, fostering hands-on involvement and collaboration among community members. The questionnaire result shows positive feedback from the audience, and most of them show the importance and value of the seminar.

Activity Conclusions

This article provides an overview of the community service activities at SMP Negeri 174 Jakarta during November and December 2024. The highlight of this initiative was an online seminar, which was expertly conducted in approximately two hours after several days of diligent preparation. The seminar aimed at engaging parents and shed light on crucial topics relevant to their children's education. The output for this community service is a journal article published in the national community service journal. Based on the experience, it is recommended that future community service efforts explore similar themes, inviting different groups of parents either from the same school or from other educational institutions to foster a broader dialogue and community involvement. There will be another similar seminar for different cohorts soon.

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