

The Development of QnA Gen Z Mom E-Book to Support the Educational Practice of Generation Z Parenting Among Young Mothers

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ABSTRACT

The phenomenon of information overload and misinformation on digital media is a challenge for young mothers of Generation Z. Survey results show that 96,2% of 52 young Mothers of Generation Z use digital media as a source of parenting information. The purpose of this research is to develop the QnA Gen Z Mom E-book product for a practical, communicative, and scientific evidence-based parenting guidance media for young mothers of Generation Z. This research uses the Research and Development (RnD) method with the ADDIE model which consists of 5 stages, namely analysis, design, development, implementation, and evaluation. The product trial was carried out in a limited manner to 12 young mothers of Generation Z aged 17-30 years old who had children aged 0-6 years old through the online purposive sampling technique. The validation results of material experts obtained 95% and 87% (Highly feasible), while media experts obtained a score of 71% (Feasible) and 88% (Highly feasible), and user trials obtained a score of

93% (Highly feasible). All results state that the QnA Gen Z Mom E-book is categorized as very suitable to be used as a parenting guide media for young mothers of Generation Z in the digital era.

Introduction

Education is a process that lasts throughout life and becomes the main foundation in shaping the quality of human resources. In the context of child development, education begins from an early age because this period is a very decisive time for individual development in the future. Early childhood is in a phase known as the golden age, which is the period when brain development takes place very rapidly and becomes the basis for the formation of children's character, personality, and cognitive abilities (Azijah, I., & Adawiyah, 2020). In line with this, Law Number 20 of 2003 concerning the National Education System affirms that early childhood education is a coaching effort aimed at children from birth to the age of six through the provision of educational stimuli to help the overall physical growth and mental development of children so that children are ready to enter further education (Depdiknas, 2003).

The optimization of children's development during the golden age cannot be separated from the role of parents as the first and main educators in children's lives (Fadilah Utami, 2021). Parents have a responsibility in providing stimulation, guidance, protection, and nurturing that supports children's optimal growth and development. Responsive parenting is proven to be able to improve cognitive,

language, and social-emotional development of early childhood (Jeong et al., 2021). Parenting patterns applied by parents also affect character formation, as well as the potential of early childhood (Ayun, 2017). Therefore, the right parenting practice is one of the important factors in supporting the success of early childhood development.

The development of digital technology has brought changes in various aspects of life, including the practice of raising children. The shift in parenting patterns occurs from generation to generation. In the current Era, Generation Z who was born in the year 1997-2012 began to enter the phase of life as a parent. As a generation that grew up with the development of the internet and digital technology, Generation Z is known as digital natives who have a high ability to access and utilize various sources of digital information (Karina et al., 2021). As enter the phase as a parent, especially Gen Z Mom, mothers play a very important role in supporting the growth process, development, and education of children, as well as being responsible for the management of household life. Therefore, maternal mental health is a very important aspect because it affects the quality of assistance provided in the child's development process. However, mothers who take care of early childhood are still faced with various challenges in carrying out parenting practices (Khairunnisa et al., 2024).

Ease of access to information provides various benefits, these conditions also present new challenges in childcare practices. As a generation that grows and develops in the digital era (digital native),

young mothers of Generation Z tend to make digital media, such as social media, video sharing platforms, and parenting forums, as the main source of information related to child rearing. The utilization of digital media is more often done compared to seeking information through direct consultation to parents or health professionals (Rahmadina et al., 2025). This condition has the potential to cause information overload, misinformation, and confusion in determining valid information and relevant to parenting needs. In addition, exposure to parenting content on social media often brings up the comparison trap phenomenon, which is the tendency to compare yourself with the image of the ideal parent displayed in the digital world so that it can affect confidence in carrying out the role as a parent (Fadila et al., 2025).

The results of the initial survey answered by 52 young Generation Z mothers showed that 96,2% of respondents searched for parenting information through digital media, but 34.6% had difficulty in filtering reliable information, 26.9% obtained conflicting information, and 19.2% stated that they did not have enough time to read long sources of information. The findings show that there is a need for parenting media that is practical, easily accessible, and supported by valid and research-based information.

Various studies have been conducted to develop parenting learning media and resources in the digital era. Fadila et al. (2025) examined the characteristics and challenges of parenting carried out by Gen Z Mom

and found that digital media is the main source of parenting information for this group. However, the research is still descriptive and has not produced a product that can be used directly by parents. Ulfah et al. (2024) developed a digital parenting textbook that focuses on child protection in the digital context, but has not yet discussed the needs of early childhood care thoroughly. Meanwhile, Wulandari et al. (2024) developed an e-book parenting based on the ADDIE model aimed at millennial parents, but the development is for millennial parents in general, does not focus on the unique characteristics of Generation Z as digital natives, and has not yet used a practical question and answer format and in accordance with the fast information style in Gen Z Mom.

Although research on digital parenting and the development of media parenting continues to grow, there are still research gaps that need to be overcome. Until now, no e-book-based parenting media has been found that is specifically designed for young Generation Z mothers with a Question and Answer (QnA) approach that is able to present information directly, concisely, systematically, and based on scientific evidence. Most of the parenting media that have been developed still focus on delivering material narratively, have not organized information based on parenting problems that parents often face, and have not fully adapted to the fast information consumption style that is characteristic of Generation Z. This gap becomes important to be researched considering the increasing need for young mothers of Generation Z for parenting information sources that are easy to

understand, credible, and can be accessed flexibly through digital devices.

Based on this, this research aims to develop the QnA Gen Z Mom E-book as a practical, communicative, and research-based parenting guide to support educational parenting practices among young mothers of Generation Z. This research is different from the previous research because as in the Research by (Fadila et al., 2025) examining the parenting style of Generation Z, but it is still descriptive and has not produced media products. Then the research conducted by (Maemonah et al., 2022) developed a digital parenting textbook with a focus on child protection in the digital era, but it has not yet covered the needs of holistic parenting and has not been adapted to the characteristics of Generation Z. Furthermore, in a study by (Wulandari et al., 2024) developed an E-book parenting for millennial parents, but has not specifically targeted Generation Z and has not used a question and answer format approach. Furthermore, the study by (Wahyuni et al., 2023), titled Parenting in the Z-Generation Era employed a descriptive qualitative method based on a literature review and did not provide practical educational materials for parents to apply in their daily lives.

Based on previous research studies, the solutions developed so far have not fully addressed the needs of young Generation Z mothers. The parenting products currently available tend not to be tailored to the characteristics of Generation Z as digital natives who need information that is quick, practical, and easily accessible. This limitation is evident

in the lack of a question-and-answer format capable of addressing specific parenting issues. The choice of this digital format aligns with a shift in presentation styles—moving away from a one-size-fits-all approach toward one that is more adaptive and user-centered. This allows for flexibility in language, display settings, and the time and place of access, free from spatial and temporal constraints (Marcus-Quinn et al., 2024)

The development of the “Gen Z Mom Q&A” e-book was designed as a solution to the various limitations of existing parenting resources. This e-book uses a conversational question-and-answer format to help young Gen Z mothers find answers to parenting challenges in a specific, systematic, practical, and evidence-based manner.

Methods

This research applies the Research and Development (RnD) method. Research and development is an approach used to create specific products and test their effectiveness through systematic and well planned research procedures (Sugiyono, 2009). Product development in research uses the ADDIE model which consists of 5 stages, namely analysis, design, development, implementation, and evaluation (Nasrillah et al., 2025). At the analysis stage, the researchers identified the needs through an initial digital-based survey that was distributed using Google Forms to young Generation Z mothers aged 17–30 years old who have children aged 0–6 years. The survey instrument consists of 15 questions that include respondents' demographic data, parenting

information search behavior, problems faced in parenting, and media preferences used to obtain parenting information.

The results of the needs analysis become the basis in the design stage, namely determining the scope of the material that will be included in the QnA Gen Z Mom E-book as well as designing a visual display that suits the characteristics and preferences of Generation Z. The visual design process is carried out using the Canva application by paying attention to the readability, visual appeal, and ease of access for users.

Furthermore, in the development stage, researchers compile assessment instruments to measure the feasibility of the product and validate material experts and media experts. Both validators are selected based on the suitability of the field of expertise with the aspects of the evaluated product. Material experts are experts in the field of early childhood education, who play a role in assessing the accuracy of the concept, depth, and relevance of the parenting material presented in the e-book. Media experts are experts in the field of educational technology or the development of digital learning media, which plays a role in assessing the aspects of the appearance, design, and integration of e-book media. The selection of validators based on this field of expertise aims to ensure that the scientific credibility of the content and the technical feasibility of their respective product designs are assessed by competent parties in their fields.

Each validator is given a survey instrument in the form of a grid

consisting of several assessment aspects, each of which is described into a number of indicators, a media expert instrument consisting of 17 items that include 5 aspects, namely display design (layout and visual), organizing information, content balance, suitability with user characteristics (Gen Z), and ease of navigation and access. The material expert instrument consists of 24 items which includes 8 aspects, namely the suitability of the material with the purpose, the quality of the material content, the integration and systematics of the material, the suitability with the development of the child, the suitability with the characteristics of the user, the suitability with the educational e-book, the usefulness of the material, and the scope of the material. The product is then revised based on the input and suggestions given by the validators to meet the eligibility standards before being tested to users (Waruwu, 2024).

The implementation stage was carried out through a limited trial involving 12 young Generation Z mothers aged 17–30 years old who had children aged 0–6 years. The selection of research subjects uses the purposive sampling technique, which is a sample determination technique based on certain criteria that are in accordance with the research objectives. Data collection at this stage is carried out using questionnaires to obtain an assessment of the developed products.

The data obtained in this study consists of quantitative data and qualitative data. Quantitative data comes from the results of expert and user validation assessment which is analyzed using the percentage

validity formula put forward by Akbar (2013).

$$V_a = \frac{T_{se}}{T_{sh}} \times 100\%$$

Description:

V_a = Validation score

T_{se} = Total empirical score from the expert assessment

T_{sh} = Expected maximum total score

Meanwhile, qualitative data is obtained from input, criticism, and suggestions given by material experts, media experts, and users on the questionnaire sheet, which is further used as a basis for product improvement.

Result and Discussions

The results of this research explain the process of developing educational parenting media and the results of the validation of the QnA Gen Z Mom E-book. This media development uses the ADDIE model which covers five stages, namely analysis, design, development, implementation, and evaluation. The First Stage of Analysis, with data collection carried out online through a pre-research survey questionnaire disseminated using Google form in August 2025 to January 2026.

The questionnaire has been filled out by 52 respondents who have met the research criteria. The survey results show that 96.2% of respondents are looking for parenting information through digital media. However, the survey findings also reveal the problems faced by

respondents in accessing parenting information, namely 34.6% of respondents do not know reliable sources of information, 26.9% get conflicting information, 19.2% do not have time to read long reading materials, and 7.7% of the information obtained is too complex. This finding shows that there is a phenomenon of information overload and misinformation experienced by young mothers of Generation Z. Based on the results of the needs analysis, 88.5% of young Generation Z mothers need a parenting guidebook and 48.1% choose digital-based media as a means of conveying information. Therefore, this supports research to develop QnA Gen Z Mom E-book as a practical parenting media, evidence-based, and can be accessed through digital devices.

The second stage of Design, researchers carry out several stages in the design such as determining the scope of the material, designing the E-book design, and compiling expert validation instruments. The scope of the material in the E-book comes from the results of the problems experienced by the respondents, then grouped into six main parenting themes. E-book design that is tailored to the characteristics of young mothers of Generation Z, with contextual illustrations and QR codes as an additional understanding that is connected to educational videos. Finally, compile a validation instrument for 2 material experts, 2 media experts, and 12 users (Young mothers of generation Z) to measure the feasibility of the developed product. The display of the development results of QnA Gen Z Mom E-book is as follows.

Figure 1. QnA E-book Design for Generation Z Moms



The third stage of development, the feasibility of the product is assessed through the validation of material experts and media experts. The obtained validation results are presented in Table 1 as follows.

Table 1. Gen Z Mom QnA E-book Validation Results

Validator	Percentage (%)
Material Expert	95%
Material Expert	87%
Media Expert	71%
Media Expert	88%

Based on the data results in Table 1, the validation results of material experts show that the QnA Gen Z Mom E-book has a level of suitability that is classified as very decent. Meanwhile, the validation

results of media experts show the level of eligibility that is in the category of decent to very decent. Thus, the developed product has met the eligibility criteria from the material and media aspects, so that it can be used as an educational parenting media for young mothers of Generation Z.

The fourth stage of implementation, the implementation stage of the researcher conducts product trials to users. QnA Gen Z Mom's E-book has been tested on 12 selected Generation Z young mothers with purposive sampling techniques. E-books are shared through digital links in the form of interactive PDFs that can be accessed using various devices. Based on the results of the user assessment survey which includes aspects of appearance, user convenience, material presentation, material suitability, and E-book benefits. User assessment results are presented in Table 2.

Table 2. User Rating Results for Generation Z Moms Q&A E-book

Respondents	Percentage (%)
12	93%

The result of the User Assessment of the QnA Gen Z Mom E-book in table 2, is included in the very suitable category because it is in the range of 81%-100% (Akbar, 2013) . Thus, E-book QnA Gen Z Mom has been suitable as a practical, communicative parenting media, and in accordance with the needs of young mothers of Generation Z. The fifth stage of evaluation, the results of the evaluation on the QnA Gen Z Mom E-book during implementation obtained an assessment in the very

decent category from the user.

The results show that the products developed have been able to meet the needs of young mothers of Generation Z in obtaining information about educational parenting practices in early childhood. Thus, the researcher did not do the final revision of the QnA Gen Z Mom E-book because the developed product had met the eligibility criteria. However, as for the advice given by users so that the product is developed sustainably so that it remains in accordance with the needs and development of the times.

The results of research and development show that the QnA Gen Z Mom E-book has obtained a very suitable category based on the validation results of material experts, media experts, and user trials. This finding shows that the developed product has met the suitability of the content, media quality, and usefulness for users. QnA Gen Z Mom E-book on media eligibility is supported by the characteristics of e-books that are easily accessible through various digital devices, so that it is in accordance with the needs of young generation Z mothers who are used to utilizing digital technology in their daily lives. The ease of access and flexibility of use is a factor in supporting the user's self-learning process (Hutabarat & Pratiwi, 2026).

Attractive visual design, systematic layout, relevant illustrations and easy-to-use navigation are supporting factors for the media feasibility of QnA Gen Z Mom E-book. The additional QR code feature that is connected to educational video increases media interactivity

through the presentation of information in various formats (Çırakoğlu et al., 2022). This finding is in line Shofiyah et al., (2024) which states that Generation Z tends to be more interested in digital media that combines various forms of content such as text, images, and videos so that it can increase user involvement in accessing information.

The material in the QnA Gen Z Mom E-book is presented based on various real problems obtained from Generation Z young mothers in early childhood care, which are then categorized into six main parenting themes. This is consistent with the theory (Annisa Nur et al., 2024), which states that the use of various digital media reflects parents' efforts to adapt to their children's developmental needs in the digital age. All information presented in the e-book is developed through a comprehensive literature review so that it has a strong scientific basis and is evidence-based. This is in line with the opinion (Asmawati & Hidayat, 2020) which states that the utilization of e-book parenting can improve the ability to raise early childhood because it provides information that helps parents understand effective parenting approaches, recognize the needs and characteristics of each child, and implement strategies that are in harmony with the child's learning style.

The presentation of material in Question and Answer (QnA) format supports the feasibility of the product because the information is conveyed clearly, and focuses on the core of the problem. The format makes it easy for users to get answers to various parenting questions quickly without having to read long descriptions. This is supported by

the theory (Wibowo & Zainudin, 2024) that the characteristics of Generation Z tend to be more responsive to information that is structured, clear, and direct to the core of the discussion. Therefore, the QnA format is suitable for conveying parenting information to young Mothers of Generation Z.

Overall, the research results show that the QnA Gen Z Mom E-book as a digital parenting media that is suitable for use to support educational parenting practices in young mothers of Generation Z. The combination of evidence-based materials, attractive visual design, ease of access, and interactive features makes this e-book relevant to the characteristics of users in the digital era. E-book QnA Gen Z Mom contributes to the development of digital parenting media that can help parents obtain more practical, communicative, as needed, and evidence-based parenting information.

Conclusion

This research resulted in the development of the QnA Gen Z Mom E-book as a digital parenting media that is practical, communicative, and based on scientific evidence to support the practice of educational parenting in young mothers of Generation Z with the application of the ADDIE model. The developed product has a very worthy category based on the assessment of material experts, media experts, and user trials that get a positive response. This QnA Gen Z Mom E-book is expected to be an alternative digital parenting media that helps young Generation Z mothers obtain valid, reliable, and easily accessible

information in the midst of a lot of digital content that does not have a clear scientific basis. In addition, this research is expected to encourage the development of digital parenting media that is not only superior in visual and accessibility, but also strong in content quality. Further research is recommended to examine the effectiveness of the product in the long term and develop a wider range of nurturing materials and in accordance with the development of the times.

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