

## **Changes in Patterns of Parenting of BNI Makassar Branch Office Employees**

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**Abstract :** This research was conducted in Makassar city aiming to: (1) study the patterns of parenting of BNI Makassar Branch Office employees; (2) study changes in patterns of parenting of BNI Makassar Branch Office employees; (3) study the impact of BNI Makassar Branch Office employees' patterns of parenting on their children's social development. It research employs a qualitative approach, which is a research strategy that aims to understand the social reality that can describe the family life of Bank BNI employees in relation to parenting, patterns of parenting, who cares for their children when working, the impact of their busyness on their children, the characteristics of children who get less attention from parents, and the patterns of parenting of Bank employees working with a high level of discipline. The results of this research indicate that: (1) working as a bank employee causes parents not to be able to take care of their own children and forces them to ask other people to take care of their children resulting in the lack of communication between parents and children (2) less attention from parents and entrusting their care to other people will impact children's development process (3) no dominant pattern of parenting found due to limited time spent by parents with their children.

**Keywords -** *Parenting, high discipline, business, social development*

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Date of Submission: 05-05-2018

Date of acceptance: 22-05-2018

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### **I. INTRODUCTION**

Family is a very important institution in the process of child parenting and education. The patterns and quality of child parenting and education in the family environment are determined by the quality and readiness of the family (husband and wife) to carry out its duties, especially through its educative role (socialization). In the family environment, the role of women (wives/mothers) is very dominant, especially in the era of rapid economic, industrial and information and technology development.

Family is an informal educational institution, the existence of which is recognized in education. Its role is less important than that of formal and non-formal educational institutions. Before a child enters a school, he/she has received education in family. Although a child is already in school, his/her family is still expected to provide education. It is expected to provide a comfortable and warm atmosphere for children is learning at home. Harmonious family life is an absolute requirement that have to meet for the success of children. Families who bring children into this world by nature are tasked with educating the children. A child lives, grows and develops in his/her family. The whole family initially forms a child's personality. Parents unplanned instill in children the habits inherited from their ancestors and other influences from the society.

The era of globalization has a positive and negative impact society, especially on women and their families. When a woman is married and has children, they play dual roles, both as housewives and as professionals. This phenomenon has become a daily discourse in life, not just in life of urban areas but also in life of rural areas. This phenomenon is often associated with other phenomena, such as child mischief, child achievement and divorce. This is due in part to the significant role of women in the harmony of a family, which is related to the society's view that a woman is meant merely to be a good wife or mother.

Pudjiwati Sajogjo (1983) in her research on the role of women in the development of rural communities reveals that women contribute greatly to economic development, household, and their family life. The role of women has expanded, not only do they play a single role as housewives (taking care of household, parenting, taking care of husband, etc.), but also they play dual roles as housewives and career women. This development is supported by a high level of women's knowledge and education equivalent to men. The

educational factor has changed the mindset of women in order for them to be able to live a better life. Factors originating from nuclear family, especially husband, can also motivate a woman to work.

Playing two roles at once, as a worker and as a housewife, is not easy. Married career women with children have more roles and responsibilities than single women. On the one hand, women are required to take responsibility for good management and care of their family, but on the other hand, as a good worker, they are also required to work in accordance with performance standards.

Currently, the life of a family has changed a lot. Most couples are working and are too busy with their work causing them forget their obligations as parents. Children often get less attention and affection from their busy parents. Many families are not harmonious because they are too busy taking care of their job and neglecting their duties as parents. As a result, many children rely on others who they consider able to show them love and affection, and even run away from home to vent their annoyance.

Banking industry is often connoted with a "money factory" that gives the impression of prosperity to anyone who works in it, especially if the bank is a leading bank that is widely known by the public. The bank's big name will give prestige to the employees who work in it. That is why many children who graduate school are directed to take banking-related majors by their parents in order to realize their dream of becoming bank employees.

Indeed, the current growth of banking industry in Indonesia is considered quite rapid. There are about 123 banks in Indonesia, not including the people's banks at regional level. Banking and finance is still one of the favorite areas targeted by job seekers. This is evident from the number of queues and job applications that accumulate in booths owned by private banks, finance companies, and insurance companies.

Huge salary offered is one factor that makes job seekers interested in applying for a job in a bank. In this respect, according to studies, the standard salary of bank employees is quite high. One of the big banks in Indonesia that attract many job seekers is BNI (Bank Negara Indonesia) or the Indonesian State Bank. However, on the other hand, with a high salary standard for their employees, the company's demands are also getting greater, and even they are demanding employees to achieve revenue targets at the end of each year. In the past, based on information obtained, BNI employees, especially those in BNI Makassar Branch Office, after the books were closed at the end of each year, would get bonuses more than 3 times their salary, but now they only get bonuses 2 or 3 times their salary. This is because the employees do not achieve the desired targets.

Currently the development of the banking industry is increasingly rapid characterized by the increasing number of newly established banks resulting in greater business competition. Therefore, various ways are done by banking companies to attract customers to invest their money, especially those with large capital. Various offers are given, including ease of investment or promise of giving bonuses or rewards to customers or investors if willing to save their money, especially a large amount of money, in their companies. They also continue to encourage their employees to be more proactive to attract new customers. The quality of customer service is also continuously enhanced to provide a sense of security and comfort to customers so that they do not switch banks. Therefore, the bank companies frequently provide education and training for their employees to improve service quality. This is considered burdensome and becomes one of the factors causing many employees to quit their job.

It cannot be denied that children's opportunity to know their social world comes from their family. However, in reality, many parents pay less attention to their children. This results in a lack of communication between parents and children. Children left by parents tend to be spoiled. Usually, parents who leave their children all day will feel guilty and make amends by giving their children all they want without considering whether it is good or not for their personality development. Then, lack of attention from parents will make children to grow up feeling neglected. Those feelings will cause them to have attention-seeking behavior.

Social phenomenon mentioned above can be found in urban areas where most people are busy. A mother with long working hours does not have much time with her children and has to entrust her children to a house cleaner, nanny, or to a non-formal education institution. This phenomenon indicates that the role of family as the most important agent of socialization is taken over by non-formal educational institutions. In other words, the mother in this kind of family abandons her function as a housewife who is responsible for parenting her children.

## **II. RESEARCH METHOD**

This research is a qualitative descriptive research based on social facts paradigm. The research method used is qualitative descriptive research method aiming to describe social reality.

Qualitative research is a kind of research that aims to understand social reality, seeing the world as it is, not the world, as it should be. Thus, a qualitative researcher must be the one who is open-minded. Conducting an accurate and valid qualitative research means that we have a window to understanding the world of psychology and social reality. Meanwhile, according to Moleong, a qualitative research is a scientific research that aims to understand a phenomenon in a social context naturally by emphasizing the process of

interactive communication between the researcher and phenomena studied (Herdiansyah, 2010: 9). Furthermore, Sugiyono (2011: 15) concluded that qualitative research method is a research method based on post-positivism philosophy, used to do a research in the natural condition of objects, (as opposed to experimental research) in which the researcher is the instrument, the sample is selected using purposive and snowball sampling, the data collection technique is triangulation, the inductive/qualitative approach is used for data analysis, and the results of the research put more emphasis on meaning than generalization.

This research was conducted in Makassar city of South Sulawesi Province where BNI Makassar Branch Office is located. The location selection was based on the consideration that Makassar is a metropolitan city with a wide range of occupations and activities and with higher level of mobility than regencies or villages. In Makassar city, there are a large number of banks, both Government and Private Banks with a high level of competition.

Makassar City consists of 14 sub-districts and the research location, BNI Makassar Branch Office, has the same location with BNI Regional Office, which is Jl. Sudirman no.1 in Pisang Utara Urban Village, Ujung Pandang sub-district. The Branch Office has several cash offices and service offices spread across Makassar city.

### **III. RESULT AND DISCUSSION**

#### **1. Patterns of Parenting**

Commitment and well-directed and well-planned division of tasks are key factors to the success of couples in parenting and guiding their children. Most couples acknowledge an agreement with their spouses in terms of playing their role as parents and parenting duties. For example, one of them alternately accompanies their children, such as when they are studying at home or doing their homework.

Ideally, a mother should serve as a person who is more often at home to take care of her children, her husband and her household. However, the duties of a mother now do not only cover those things. The roles and duties of a mother nowadays are numerous in her family. A working mother does have the risk to rarely see her children, as does a Bank employee who every day must come home late. It can also cause the children to protest because after all they need a mother figure to spend their time with instead of having to be with someone else every day.

Rohner's research results (in Megawangi, 2003) show that a person's childhood experiences greatly affect the development of his personality (character or emotional intelligence). This research – using PAR theory (Parental Acceptance-Rejection Theory) – reveals that parenting patterns, both acceptance or rejection will influence children's emotional, behavior, social-cognitive, and psychological functions development when they grow up.

In this case, a child who feels accepted is a child who receives affection, both verbally (loving words, encouraging words, and praises), and physically (kiss, head stroking, hug, and eye contact). Meanwhile, a child who feels rejected is the child who gets aggressive behavior from parents, both verbally (harsh words, teasing, screams, and other discouraging words), and physically (hitting, pinching, or slapping). The nature of parental rejection can also be either indifference or neglect, ignoring physical and mental needs of children, or undifferentiated rejection, referring to children's belief that their parents do not really love, want, appreciate, or care about them, without necessarily experiencing any clear behavioral indicators that their parents are truly neglecting, unaffectionate, or aggressive toward them.

Rohner's research results show that parental acceptance makes children feel loved, protected, valued, and supported by their parents. This parenting pattern is very conducive to the formation of pro-social behavior, self-confidence, and independence for children that they are still very concerned about their environment. Meanwhile, parental rejection can cause children to feel unaccepted, unloved, excluded, and even hated by their parents. Children who experience rejection from their parents will become dependent individuals, or seem independent but do not care about others. In addition, they will get easily offended, have negative view of others and their life, be very aggressive to others, and feel inferior and worthless.

Children left home when their mother works will spend more time with their grandmother or even nanny. It is where others will replace the role of a mother as a protector and person who always gives warmth to their children, such as grandmother or nanny. It seems not to be a problem if children feel close to and comfortable with their grandmother because there is still a blood relation. However, it becomes a problem if they become close to and comfortable with their nanny or their house cleaner. Even, they will feel reluctant to be with their parents, and be more open to their nanny than to their parents.

The phenomenon in society mentioned above has a good side. A large number of working mothers/wives gives an opportunity to poor and under-educated people, who have no special skills to work in a service or industry sector with satisfactory salary /wages, to work as maids or nanny's and do not need to go abroad just to become TKI (Indonesian Migrant Workers).

Working mothers, especially those who work as bank employees, who often leave their children at home will rarely meet their children, have no idea about what their children are doing at school, and what problems their children are facing. Thus, when they feel unappreciated by their parents, they will vent their anger by getting along with their friends who have bad behavior to do bad things such as free-sex, drinking alcohol, using drugs, and other deviant behavior. Moreover, these children usually tend to get in trouble at school or in their neighborhood to get attention from others.

Parenting pattern often done by working parents, such as those working as bank BNI employees is overly spoiling their children. Parents who feel guilty for always leaving their children at home will give whatever their children want without considering whether it is good or bad for their children. The opposite happens to a family in which the mother does not work. A mother or housewife who stays and works at home will be more focused on the growth and development of her children. The children will receive sufficient attention and affection. However, this might make them spoiled and dependent. They (children) will always depend on their parents. In this regard, parents/mothers should not be spoiling and giving attention too much to their children. Parents also should not be over protective of their children, so that their children are able to be independent in dealing with challenges.

The results of this research on BNI Makassar Branch Office employees showed that in the case of parenting, they usually do the following things to keep their relationship with their children strong even though they are so busy so that their children do not lack attention from them. On the sidelines of their busyness, they usually monitor the development and condition of their children through communication tools or by directly meeting their children in person. In addition, they usually spend their free time, on weekends or holidays, to play or talk with their children. This is done to establish closeness to children, and when their children want to share stories with them, they try to be good listeners, although sometimes they are feeling tired from working all day. However, this does not always go smoothly. Sometimes, they feel annoyed by various requests from their children as soon as they come back home. Even, they will be angry to their children if they cannot control themselves. Parents should pay attention to what their children are trying to say, as it will make them feel comfortable, more encouraged and open with all the problems they are facing without any shame and fear. On the other hand, if parents do not want to listen to their children's complaints and opinions, the children will be reluctant to talk with them.

Working parents often feel guilty when they have to leave their children at home so they tend to give their children whatever they want. However, no matter how busy they are, they should not replace their time and affection that should be devoted to their children with money because it will only lead to child consumerism.

When parents are too busy with all their activities, a nanny is urgently needed. However, parents should be selective in choosing a nanny so that children will feel comfortable with her. In addition, changing nanny often will have an impact on children's psychological condition.

A working mother should be wise when entrusting the care of her children to someone else, either to their grandmother, house cleaner, or nanny. The personality of children is formed between the ages of 0-5 years old. Children at this age will memorize and imitate what people around them do. If their parents often scold them, they will probably have anger issues and scold others like their parents. However, if children get much affection and attention, they will behave the same to others.

## **2. Changes in Patterns of Parenting**

Changes in technology and human civilization cause a change in human mindset, both individuals and society, including family. In the past, parents were regarded as the most knowledgeable and children as the ones who must have listened to and obeyed their parents. In the present, on the other hand, the situation is different. Information can be obtained from anywhere, from various media such as magazines, newspapers, television, radio and the internet. The diversity of information sources allows children to gain knowledge other than from their parents. The rapid flow of information brings some changes to the patterns of parenting within a family, parents in which are required to balance the changes. The style of parenting in the past - rigid parenting style - is no longer applicable in today's fast-paced world.

Nowadays, many working mothers leave their children at home with their house cleaner. This can lead not only to good psychological effects but also to bad psychological effects on children. A woman can indeed have a career, but she must also know that family is the top priority. Professionals should also be ideal mothers for their children despite being busy with their work. On the other hand, many people do not agree when women choose to work because they will ignore their children. In general, busy career women can give bad effects on their toddlers. Working mothers allow for changes especially in the patterns of parenting toddlers. Full-time working mothers in some cases start working before their children are 3 years old, and they tend to choose a nanny to take care of their toddlers.

When married workers have not had a child, they will not find any problem with their work, but when their child is born, work-related problems will occur. These problems include who should take care of their

child while they work, and it is unlikely that they will entrust the care of their child to just anyone. The existence of this dual role can cause a conflict for mothers. When a mother chooses to be an executive, she will have less time for her child and for her husband. This dual role causes some of the problems faced by working mothers. Based on research conducted by Rice (Junita, 2011), workers experience higher level of stress than men do. This is because working mothers experience role conflict. This kind of conflict is commonly referred to as dual role conflict.

Widyastuti (Permatasari, 2010) explains that dual role conflict is a conflict between roles as a professional with demands of work and as a mother or wife with demands of family. When performing a single demand, someone will be difficult to carry out other demands. Furthermore, she argues that good time management can minimize the guilt from the mother. Husband's support can also reduce the dual role conflict of a mother, which includes understanding of his wife's problems, being able to cooperate with his wife, helping to take care of children and fulfilling his family's needs as well as providing moral and emotional needs of his wife, which will greatly affect her psychological conditions. The type of work and working hours that a mother has will also greatly affect her family. If working hours are not too time consuming, then the family will not demand more time to the mother.

Indriyani (2009) states that dual role conflict will arise when women begin to feel there is tension between family and work. Junita (2011) adds that female employees who are already married are more at risk for a dual role conflict. Furthermore, divorce can also be a serious problem for families that experience it. When this crisis occurs, the husband and wife usually will find a way out of the various obstacles faced by trying to adjust to the new life. This causes the situation and condition of the household to be different since one parent will manage it only.

Children of the 80s before the smartphone are very different from today's children. It can be seen in terms of intelligence, friendliness, morals and ethics. One of the causes is the advance of technology. We should not completely blame technology. Instead, we have to look at it from the other side. In this respect, we have to consider how the society should take advantage of technological progress, especially social media. They should be able to control their use of social media so as not to use it too much. Thus, the cause is not solely due to technological advancements, but also because people who utilize the technology cannot control themselves in using social media. On the internet, everything is available. The convenience provided by social media to users makes the Internet as a tool used to solve problems. For example, some say, "with the power of social media, all questions can be answered." From this, we can see that social media has a great influence on its users. To prevent that, the role of parents is needed as a supervisor and as a figure who understands their children. A family must be able to function effectively in order for a child to get enough attention. For a child whose both parents are busy, of course, tend to prefer to interact in social media. This can cause the child to be less sociable and less concerned with the surrounding environment. This makes many parents worried about the situation of children today because of the influence of technology is difficult to deal with, especially by busy working parents who do not have much time to supervise and accompany their children every day.

### **3. The Impact of Patterns of Parenting on Children's Social Development**

Syamsu Yusuf (2007) argues that children's social development is the achievement of maturity in social relationships. Development can also be interpreted as a learning process to adapt to group norms, morals and traditions; merging into one unity and communicating and cooperating with each other. In earlier life of humans, they are not yet mature, in the sense of not having the ability to interact with others. The children's ability to socialize is derived from various opportunities and experiences in terms of interacting with other people.

In the era of 70/80/90s, parenting pattern of most parents was more instructive with varying levels depending on family background. Thus, we realize how important the role of a family is as the foundation of personality formation in children. Meanwhile, other educational institutions only provide a complement to the personality itself, form and color of which will then be determined by the children themselves according to their ability and strength in their further growth and development.

In the era of the 80s when the technology was not advanced like today, children spent a lot of their time playing a game full of fun outdoor. Nowadays, on the other hand, most of the games are played by using internet connection with the theme of fighting to beat the opponent. This condition is very dangerous because it can erode the sense of brotherhood and affection.

Most television programs in the past broadcast educational matters. In addition, the number of television channels was also limited. Currently, on the other hand, television programs are very diverse and require parental supervision. The challenge becomes even more difficult when parents are both working and their children are taken care of by a nanny. In the past, kids were not bothered with gadgets. Today, these devices have taken up much of their time. On the one hand, technological development has a positive value because it facilitates communication, but on the other hand, it has a negative value especially if not used wisely by its users, especially children.

In the past, children were involved in housework; even they worked to support their family's financial condition. This training in addition to character building shows the children that working is the principle of life. The financial abilities of today's parents allow them to have house cleaners and eliminate the opportunity for children to work. The examples of financially adequate parents are parents work as bank employees. They hire a house cleaner or nanny because they do not have enough time do the parenting and supervision of their own children. However, parents should be careful to hire a house cleaner because of the large number of cases of children who become victims of violence by their house cleaner. This should be taken into consideration especially by parents who have to leave their children at home from morning to night with a house cleaner without any close relatives helping to supervise. This is certainly a concern of parents, but because there is no other choice, they have to accept the fact that their children are in the care of a house cleaner. On the one hand, parents choose to work in order to make their family happy, especially their children, but on the other hand, they have to sacrifice time for their family.

Research related to morality intensively conducted since the 90's following the emergence of the technology breakthrough in terms of mobile communication tools and internet has made us realize that the world changed radically. Currently, a wide range of information can be easily obtained in the blink of an eye. Cultural currents penetrate the boundaries of distance and time. The windows of both good and bad knowledge are wide open and easily accessible to anyone. Search engines, such as google, bing, yahoo, and social media as the latest innovations also change the lifestyle of the 21st century generation. Furthermore, based on studies, the environmental influence of the 21st century will be very significant to the moral formation of our next generation, especially those aged between 19- 22 years. The digital era becomes a double-edged knife. On the one hand, it brings benefits to civilization, but on the other hand, it has the potential to destroy civilization if we do not respond to it wisely. This is a concern of many parents because children nowadays are very difficult to be supervised, especially those parents who are busy with their work every day and have less time to supervise their children. The behavior of today's children is very different from that of children in the past. In the past, children always obeyed their parents, but now children's behavior is very difficult to manage. Today's children prefer to play games on their HP or to be in front of their laptop rather than hanging out or playing with their peers. They are like being in their own world, and sometimes do not care about their surroundings.

In addition, the relationship between parents and children is increasingly tenuous because the world of children has turned to the world of technology. Communication between parents and their children is now mostly done through HP, and even parents monitor their children's development at school by communicating with teachers through HP. This of course has positive and negative sides. On the one hand, communication and information access are much easier, but on the other hand, social relationships between people are weakening because people no longer need to meet face-to-face to solve any problems.

Attitudes shown at home by parents play an important role in children's social life. This is because family is a social group, with goals, structures, norms, and group dynamics, including its dynamics of leadership that greatly affect the lives of individuals who belong to that group. Parents, as the leader of their group, greatly affect the atmosphere of family interaction and can stimulate the personal development of their children.

The personality of children needs to be formed as early as possible. Parents play an important role in shaping the personality and character of their children. Good education in family will greatly affect the formation of children's personality and character. Especially in this era of modernization and globalization, children tend to get less attention from their parents because of the busyness and activities of their parents who do not have much time to meet them in person. If this happens on an ongoing basis, a crisis of identity will occur in children, and they will do bad things or commit deviant acts in their life. If parents are not able to educate their children well, a nation will be destroyed because the future of a nation or Country is on the shoulders of children or young generation.

Parenting is a challenging task for parents, especially for new parents. Parenting requires an interpersonal skill and has great emotional demands, but very little formal education provides knowledge about it. Most parents learn parenting practices from their own parents. They take some of the practices, but leave some behind. Unfortunately, parents' methods passed on from one generation to the next include bad ones (Santrock, 2007). Parenting patterns that parents apply to their children vary. Although the patterns of parenting are different, parents should know that their children observe attitudes and behaviors they apply, because in their development, children always want to imitate what their parents do, known as imitation (Djamarah, 2004).

In children development, there is a critical period, in which children need a comprehensive growth guidance that can be implemented through stimulation, detection and early intervention of deviation so that the development of motor skill, speech and language, socialization and independence in children is optimal. However, busy parents like bank employees, cannot monitor the progress and changes that occur in their children at any time. Those who know their progress and changes are the ones who take care of them all day such as their relatives or their house cleaner.

The need for safety is the need for a stable and safety environment. This need is important for the formation of children's character because changing environment will endanger children's emotional development. Changing house cleaners or nannies frequently will also negatively affect children's emotional development. According to Bowlby (in Megawangi, 2003), it is normal for a baby to seek contact with only one person (usually a mother) in the early stages of their development. Children's emotional disturbance that occurs due to the lack of safety is presumed by nutritionists to be related to eating problems in children. This does not support optimal child growth.

The need for physical and mental stimulation is also an important aspect in forming children's character. This requires great attention from parents and mutual reactions between mother and children. According to a child's education expert, a very caring mother (measured by eye contact she maintains frequently with her children, and head stroking, carrying, and communication she does to her children) will influence attitudes of her babies below six months of age that they will grow up to be happy children, enthusiastic in exploring their environment, and creative children.

#### **IV. CONCLUSION**

This study aimed to investigate patterns of parenting, changes in patterns of parenting, and their impact on children's social development process in the family of BNI Makassar Branch Office Employees.

The results of this research indicate that discipline and long working hours, starting from morning to evening, cause less frequent meetings between children and parents and result in children taken care of by relatives, housemaids or entrusted to official institutions such as daycare. Another influential factor is the patterns of parenting applied by parents as they affect children's growth process. Therefore, parents should be careful in determining appropriate patterns to be applied to each child and should be able to manage their time, both time for work and for household, so that the future of their children is not sacrificed.

In this factor, the researcher concludes that the work discipline is required for a Bank employee due to several factors, one of which is the large amount of salary given, so it is not wrong if the Bank sets high qualifications to its employees. Getting a well-established job with a large salary is not an easy thing. Candidates for bank employees, especially Bank BNI, must meet the established requirements. In this case, bank BNI requires prospective employees to be competent and skilled. The standards of competence set are indeed quite high with a very tight level of competition.

Although working in banking industry is promising, Michael who conducted a study on bank employees, states that the stress level of bank employees is quite high. He adds that employee turnover reached 15-20 percent per year. "It shows a huge growth rate and a high level of stress because every bank employee has to take a big responsibility.

Meanwhile, in terms of parenting, it is identified that the success of a family in instilling good values in children is very dependent on the parenting patterns applied by the parents. Through parenting, children will learn about things, including characters. Of course, the impact of authoritarian parenting (which tends to require children to obey all parental decisions) and permissive parenting (which tends to give children complete freedom to act) is very different from that of democratic parenting (which tends to encourage children to be open, but responsible and independent) on the character education the children.

Working parents who go to work very early in the morning and come home at night will cause interaction with family members, especially children, to be very limited. Employees of Bank BNI, who because of the situation and the demands of their work, have to leave home early in the morning and entrust their children to relatives or house cleaners, experience this. The same phenomenon will be found in families whose members work in different places, so that the time to gather with family is only on weekends. This obviously has psychological impact. The children's personality development, for example, is more influenced by school and their social environment (Faturochman, 1989). In the future, the role of mass media may replace other roles of parents.

Children left at home by parents tend to be spoiled. Usually, parents who leave their children all day will feel guilty and make amends by giving their children all they want without considering whether it is good or not for their personality development. Then, lack of attention from parents will make children to grow up feeling neglected. Those feelings will cause them to have attention-seeking behavior.

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IOSR Journal Of Humanities And Social Science (IOSR-JHSS) is UGC approved Journal with Sl. No. 5070, Journal no. 49323.

Maemunah1 “Changes In Patterns Of Parenting Of Bni Makassar Branch Office Employees .” IOSR Journal Of Humanities And Social Science (IOSR-JHSS). vol. 23 no. 05, 2018, pp. 16-23