

ABSTRACT

The rapid proliferation of technology and the Internet also made the devices or gadgets more integrated. Technological developments have led to changes in parents' behavior. Parents have chosen to introduce technology to their children at an early age with the goal of supporting their child's development in the modern era. But parents are less attention because of the busyness they have. Young children can freely access the media on such gadgets, and that can have a negative effect on their development. The method used was the method for matrix analysis. Data retrieval through library studies, observation, interviews and dissemination of questionnaires. Research has been conducted, it has been found that a medium is needed that provides access and education for parents to improve the supervision of their young children. The expected result of research designing a prototype of the educational application for parents is that it provides some ease in transmitting information and can provide parents with a media education on the importance of supervising the use of gadgets in an early age.

Keywords: Technology, Gadget, Early Age, Parents