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The role of parents in the development of elementary school age children in this digitalization era needs to be considered. The purpose of this study is to explain the role of parents and how to communicate gadgets in elementary school age children using parenting theory. The method in this study uses qualitative research methods by collecting data through interviews with informants consisting of three mothers and children of primary school age and psychology. The results of this study indicate that the role of parents in educating, assisting and guiding elementary school age children refers to the characteristics of democratic parenting patterns in paying attention to cognitive, affective and psychomotor aspects related to the use of gadgets in children. However, God, there are still parents who do not know and understand about digital parenting which is actually able to help parents in adjusting parenting patterns according to their era. Therefore, parents need to involve children by communicating gadgets to children through discussion of goals, responsibilities and risks.

Keywords: Communication, Family, Role of parents, Parenting, Elementary school age children, Use of gadgets