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Millennials Becoming Mothers: A Study of Pregnancy and Postpartum Behavior in the Digital Age

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Abstract: This study aims to analyze the behavior of millennial mothers in undergoing pregnancy and postpartum in the digital era, by highlighting the role of technology as a source of information as well as a space for social interaction. Using a descriptive qualitative approach, data was obtained through in-depth interviews, limited observations, and literature review, then analyzed with thematic techniques. The results of the study show that digital media is the main source of knowledge, a means of social support, as well as a stage for self-expression for millennial mothers. Access to digital information provides benefits in the form of increased health literacy and confidence, but also poses the risk of information overload and anxiety due to exposure to invalid information. Online support has been shown to increase emotional resilience, but it does not completely replace real support from spouses and families. Social media on the other hand presents motivation, but also psychological distress through social comparisons that can trigger postpartum depression. Socio-economic factors also determine the quality of access to information, with mothers from the upper middle class benefiting more from premium apps, while lower-middle class groups are vulnerable to misinformation. The novelty of this research lies in the integration of pregnancy and postpartum analysis in the framework of digital literacy, online social support, and mental health, thereby enriching the study of maternal health behavior in the digital era. These findings are expected to be the basis for the development of intervention strategies that are more effective, humane, and adaptive to the needs of the millennial generation.

Keywords: millennial mothers, pregnancy, postpartum, digital literacy, social support, mental health

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INTRODUCTION

Demographic changes and the development of digital technology have had a significant impact on the lifestyle of the millennial generation, including in living a new role as a mother. The millennial generation, born between 1981 and 1996, is now entering many phases of family life where pregnancy and the postpartum period are an important part of their life experience. Unlike previous generations,



millennials have unique characteristics such as dependence on technology, openness to digital information, and a preference for fast, practical, and technology-based services (Marwan et al., 2021).

Health information technology and digital innovation for the national health and care learning system. Health information technology can support the development of national learning health and care systems, which can be defined as health and care systems that continue to use data-driven infrastructure to support policy and planning, public health, and personalization of care (Kaluku, et al., 2023). Mothers begin to look for information related to pregnancy from the beginning of pregnancy so that they can adapt to physical and psychological changes due to pregnancy. The results of the study show that the information obtained can help mothers overcome anxiety related to psychological and physical changes, as well as how to recognize and manage complications during pregnancy. Mother's decisions regarding pregnancy are greatly influenced by the information obtained (Aisyah & Prafitri, 2024).

In the context of pregnancy and postpartum, the behavior of millennial mothers shows a significant transformation. Extensive access to health information through social media, pregnancy apps, and online communities has changed the way they seek knowledge, make decisions, and navigate the process of becoming a mother. Millennials tend to be more active in seeking information independently, relying on technology to monitor pregnancy progress, and sharing experiences through digital platforms. This has given rise to new dynamics, both in terms of benefits such as increased health literacy, as well as challenges such as invalid information and social pressure from online expectations (Sugitanata & Aqila, 2024). Likewise in digital literacy where millennial moms are definitely good at getting information related to maternal and child health. One example of problems related to digital literacy of moms knowledge about nutritional fulfillment in mothers and children is the problem of stunting. Stunting is still a big problem in Indonesia which reached 29.6% in 2017. Stunting is a severe nutritional problem that can result in the problem of inappropriate children's high standards (Nikmah & Handayani, 2025). In addition to stunting, nutritional problems also affect the health of pregnant mothers and this is an early symptom that can affect children's health, not only that in a condition of malnutrition during pregnancy will have a bad impact on the childbirth process and the condition of the baby at birth.

The postpartum period or after childbirth is also an important phase for millennial mothers. In the digital era, the postpartum experience is often shaped by social media narratives that highlight certain standards, both related to physical appearance, parenting, and lifestyle. This situation can provide motivation as well as psychological pressure. Idealized digital narratives often make new mothers feel less confident or burdened by unrealistic standards (Sariyani, 2024). This condition is a concern because the postpartum period is a critical period that determines the physical, mental, and relationship between mother and child. Therefore, understanding the behavior of millennial mothers in undergoing pregnancy and postpartum periods in the digital era is very relevant to be researched. The main problem in this phenomenon lies in the contradiction between the benefits and risks of using digital technology. Extensive access to information does provide benefits in the form of increased health literacy and ease of monitoring pregnancy conditions. However, at the same time, the flood of information that is not always valid poses a risk of misperception, anxiety, and even postpartum depression. The change in social support patterns from traditional environments to digital communities also poses new challenges, especially regarding the quality of emotional support received. This situation raises questions about how millennial mothers' behavior is formed in undergoing pregnancy and postpartum in the digital era, what factors influence their decision-making in utilizing technology, and how to balance the benefits and risks of using this technology for the well-being of mothers and children (Nugroho et al., 2024). Based on these



problems, this study aims to comprehensively analyze the behavior of millennial mothers during pregnancy and postpartum by considering the role of digital technology. The analysis focused on the patterns of application use, social media, and online communities in supporting physical and mental health, as well as the factors that influence millennial mothers' decisions to access and utilize digital information. This study also seeks to evaluate the positive and negative impacts that arise from the use of technology on maternal and child welfare. With this approach, the research not only presents a descriptive picture of the phenomenon, but also makes a real contribution to the development of more effective intervention strategies in improving the quality of maternal and child health in the modern era.

The novelty of this study lies in the focus of the study that integrates the pregnancy behavior and postpartum period of millennial mothers with the use of digital technology as the main variable. Studies on pregnancy and postpartum have indeed been carried out a lot, as well as research on the use of digital technology in the health sector. However, research that specifically highlights millennial mothers as a group with digital native characteristics is still relatively limited. This research offers a new perspective by combining digital health literacy analysis, changes in social support patterns from conventional to online communities, and their impact on maternal and child welfare. In addition, this study emphasizes the contradiction between the benefits of technology that increases access to information and the psychological risks that arise due to the flood of information and social pressure in digital media. In this way, the research not only expands the understanding of the health dynamics of millennial mothers in the digital era, but also provides a basis for the development of communication strategies, health policies, and technology-based interventions that are more ethical, humane, and in accordance with the needs of the millennial generation.

METODOLOGI

This study uses a qualitative approach with a descriptive design that aims to deeply understand the behavior of millennial mothers during pregnancy and postpartum in the digital era. This approach was chosen because it allows researchers to explore subjective experiences, interaction patterns, and meanings formed in the process of utilizing digital technology, both as a source of health information and as a means of social support. The subjects of the study were millennial women who were pregnant or had gone through the postpartum period for a maximum of two years. Informants were selected using purposive sampling techniques based on certain relevant criteria, while the number of participants was determined until they reached the saturation point, which is when the data obtained has been repeated and does not produce new information.

Data collection was carried out through in-depth interviews, limited observation of millennial mothers' interactions on digital platforms such as pregnancy apps, mothers' forums, and social media, as well as a review of relevant literature as secondary data. The data obtained was then analyzed using thematic analysis techniques, ranging from transcription, coding, to thematic grouping. The validity of the data is maintained through triangulation of sources and methods, so that research findings can be accounted for academically. With this method, the research is expected to be able to present a comprehensive picture of behavioral patterns, influencing factors, as well as the positive and negative impacts of the use of digital technology in the pregnancy and postpartum experiences of millennial mothers.

RESULTS AND DISCUSSION

1. Access to Digital Information as the Main Source of Knowledge



This study found that digital technology has become the main source of information for millennial mothers during pregnancy to postpartum. The majority of informants said that before consulting medical personnel, they first sought information through pregnancy applications, online forums, or health accounts on social media. This pattern shows a shift in authority from formal health institutions to a faster and more practical digital space (Fahri, 2023).

This digital access provides significant advantages. Informants feel more confident because they have prior knowledge before meeting with a doctor or midwife. For example, they can find out the normal size of the fetus, the danger signs of pregnancy, or how to deal with common complaints such as nausea and back pain. However, **the findings of the study** also confirm **the risk of** information overload (Artinanda, 2021). Some informants felt confused because they found conflicting information, which actually added to anxiety. This is in line with the concept of Information Overload (Eppler & Mengis, 2004) which explains that information overload can weaken the decision-making process. Thus, although digitalization expands access to knowledge, digital literacy capabilities are very crucial. The information obtained must be criticized, verified, and compared with valid medical recommendations.

2. Online Social Support and Emotional Well-Being

In addition to being a source of information, digital technology also plays a significant role in providing social support for millennial mothers. Pregnant women's forums, parenting community WhatsApp groups, and various social media platforms are safe spaces for mothers to share their experiences, express their concerns, and seek practical advice related to pregnancy and baby care. For some informants, the existence of an online community provides comfort and a sense of togetherness, especially when support from the nuclear family environment or partner is felt to be limited (Yani et al., 2024). Other mothers' stories of struggle uploaded in the digital space are able to create emotional bonds and solidarity, so that mothers do not feel alone in facing the challenges of pregnancy and the postpartum period. In the perspective of the Social Support theory put forward by Cobb (1976), online interaction has been shown to increase psychological resilience by providing relevant emotional and informational support. The positive effects felt include reduced anxiety, increased self-confidence, and the formation of new social networks that strengthen the mother's enthusiasm in carrying out her role.

However, this study also notes that there are limitations in support obtained from digital interactions. Not all forms of online support are able to meet deeper emotional needs. Some informants assessed that digital conversations often take place quickly, shallowly, and do not leave a trace of emotional intimacy like face-to-face interactions. In fact, there are times when the advice obtained in the digital space actually causes new confusion because it is not in accordance with the personal condition of each mother. This shows that online social support, while beneficial, cannot completely replace real support from spouses, families, or health professionals. Therefore, it is important for millennial mothers to balance engagement in the digital community with direct interaction in the real world, so that their emotional and psychological needs can be met more comprehensively. These findings underscore the importance of integrating online support and real support so that the emotional well-being of mothers is maintained optimally (Husna & Chusniyah, 2025).

3. Social Media Pressure and Its Impact on Mental Health

Social media in the lives of millennial mothers shows a contradictory dual role. On the one hand, platforms such as Instagram or TikTok are spaces for sharing inspiration, information, and motivation that can strengthen enthusiasm and confidence. Many mothers feel helped by educational content about maternal and child health, parenting tips, and inspirational stories from fellow mothers. However, on the other hand, social media also creates significant psychological pressure. The informants of this study often compared themselves to the ideal standards displayed in cyberspace, for example, the postpartum



mother's body that quickly returns to slimness, a household that always seems harmonious, or a babysitting pattern that looks unimpeded (Minza & Febriani, 2022). The reality that is visually exhibited often does not reflect the actual conditions, but it still creates the perception that the standard is natural and should be achieved. As a result, when the informant feels incapable of matching the ideal picture, there is a feeling of lack of confidence, disappointment, and even failure as a mother. This situation shows that social media can be a double-edged sword: strengthening motivation while exacerbating psychological vulnerability (Ariani, 2023).

This pressure has implications for the mental health of millennial mothers, especially in the postpartum phase which is prone to emotional fluctuations. Some informants showed signs of mild to moderate postpartum depression, characterized by excessive feelings of anxiety, irritability, and loss of interest in daily activities. This shows how social expectations formed by digital media can increase the psychological burden of mothers (Bidayati, 2022). This condition is in line with the concept of Impression Management put forward by Goffman (1959), where individuals try to present themselves ideally in front of the public. In the context of millennial mothers, social media serves as a "stage" that encourages them to create an image of being the perfect mother, even if it doesn't always correspond to the reality they are experiencing. The pressure to maintain this image has the potential to cause emotional dissonance, which is the misalignment between true feelings and self-image displayed in public spaces. Thus, this phenomenon reveals that the use of social media needs to be accompanied by adequate digital literacy and healthy social support, so that millennial mothers do not get caught up in false expectations that can be detrimental to their mental health.

4. Postpartum and Digital Expression

In the postpartum phase, social media is an important space for millennial mothers. They used it to share their childbirth experiences, display photos of babies, and express feelings about the difficulties of caring for children such as lack of sleep, stress, or fatigue. This activity not only serves as a form of communication, but also as a way to build a new identity as a mother and seek recognition from digital networks. This expression gives a sense of relief to some informants because they feel supported, motivated, and validated by fellow users (Hildayani et al., 2018). However, the study also found an ambivalent side, where some mothers feel disappointed when the response received is not as expected, whether in the form of a small number of likes, judgmental comments, or even no appreciation at all. This condition has a direct impact on emotional well-being, as the postpartum phase is a period that is very susceptible to psychological fluctuations, including the appearance of anxiety, loneliness, or mild depressive symptoms (Harini, 2024).

This phenomenon shows that social validation in the digital space has a strong influence on personal satisfaction and mental health of millennial mothers. The pressure to present a positive image as a "good mother" often leads to feelings of depression, especially when social media narratives are filled with unrealistic representations of ideals. Some mothers admit that they must always seem happy and be able to take care of their children perfectly, despite the fact that they face many challenges. This situation is in line with the theory of Impression Management, which explains how individuals regulate the way they appear in public spaces in order to gain social acceptance. A shift in generational communication patterns is also seen, where millennial mothers prefer to express themselves in digital public spaces rather than relying on the support of their nuclear families like previous generations. This has a double impact: it expands the emotional support network, but at the same time increases vulnerability to negative comments and social expectations. Therefore, adequate digital literacy and real support from families, partners, and health workers are indispensable to help mothers navigate the postpartum experience more emotionally healthy (Hildayani et al., 2018).



5. Socio-Economic Factors as Determinants of Access and Quality of Information

Socio-economic background has been proven to play an important role in determining the pattern of access and quality of digital information used by millennial mothers. Informants from the middle to upper class tend to have more sophisticated digital devices, a stable internet network, and the financial ability to subscribe to premium health applications or online doctor consultation services. This access provides the advantage of more verified, complete, and presented information by professionals, so the risk of misperception is relatively lower. On the other hand, informants from the lower middle class rely more on free information circulating on social media, public forums, or online conversation groups. Although it is easily accessible, this kind of information is not always guaranteed to be accurate, and is often mixed with hoaxes or unfounded opinions. This difference in access shows that although digital technology is inclusive, there are still structural barriers that make its benefits not felt equally by all social groups (Izza, 2023).

If this gap is left unchecked, the gap in health literacy between community groups will widen. Mothers from lower economic backgrounds are at higher risk of being exposed to misinformation, which can affect the way they care for their pregnancies, make medical decisions, and care for postpartum children. Therefore, the role of the government and health institutions is very important to bridge this inequality. Efforts that can be made include providing credible and free digital education platforms, health digital literacy programs targeting grassroots communities, and collaboration with telemedicine service providers to expand the reach of online consultations at affordable costs. With this kind of intervention, it is hoped that access to valid health information can be evenly distributed at all levels of society, so that not only mothers from the middle to upper class benefit from advances in digital technology, but also mothers from the middle and lower economic circles (Nasrul, 2025).

6. Integration of Theory in Analysis

The results of this study show a close relationship with the theoretical framework used. Based on the Health Belief Model (HBM), millennial mothers tend to make health decisions by considering the perception of risks and benefits of the digital information they access. This shows that digitalization is an important factor in shaping beliefs and attitudes towards reproductive health (Solihin & Abdullah, 2023). Furthermore, Social Support theory is relevant to explain how online support is able to increase the psychological resilience of mothers, although in practice it cannot completely replace real support from family or the immediate environment. Meanwhile, the Information Overload theory is also proven to be real in the context of this study, because excessive access to information actually triggers confusion, increases anxiety, and even worsens the emotional state of pregnant and postpartum women (Permatasari, 2020). Thus, the results of the study confirm that these theories are interconnected and can be used complementarily to explain the behavior of millennial mothers during pregnancy and postpartum in the digital era.

Theoretically, this study makes an important contribution to the literature on maternal health behaviors by emphasizing the integration between digital literacy, social support, and psychological dynamics. This perspective enriches academic discourse that has tended to focus more on medical or social aspects separately. By combining these three aspects, this study offers a more comprehensive analytical framework for understanding the pregnancy and postpartum experiences among millennials. From a practical perspective, the findings of this study have significant implications (Januraga & ked, 2024). The government and health institutions are expected to improve digital literacy programs for mothers, so that they are able to sort out credible information. Health workers are also required to be actively present in the digital space by disseminating valid and reliable information. On the other hand, digital platforms need to develop health content verification features so that users don't get caught up in misinformation. In addition, families and communities must still provide real support, because digital



interactions, although beneficial, cannot completely replace warmth and direct involvement in accompanying mothers (Fatmawati, 2020).

However, this research also has a number of limitations. The scope of the study is still limited to the group of millennial mothers in certain regions, so the results cannot be generalized to all of Indonesia. The data collected were also cross-sectional, so they only described conditions at one point in time without capturing the dynamics of changes in maternal behavior in the long term. The variables studied are still limited to the use of digital technology, social support, and socio-economic factors, even though there are other variables that have the potential to influence, such as the role of partners, health policies, and the local cultural context (Megawati & Maulana, 2024). For this reason, further research is recommended to expand the geographical scope by involving respondents from various regions so that the results are more representative. The use of longitudinal methods is important to photograph behavioral changes from pregnancy to several years postpartum. In addition, a mixed-method approach can provide more comprehensive results by combining the power of quantitative and qualitative analysis. Future research can also enrich studies by including additional variables, such as partner support, maternal work conditions, and the influence of mainstream media in shaping health perceptions and behaviors.

CONCLUSIONS

This study confirms that millennial mothers have unique characteristics in utilizing digital technology during pregnancy and postpartum. Social media, health apps, and online communities act as a source of information as well as a means of emotional support, but they also present psychological risks in the form of anxiety, feelings of failure, and symptoms of postpartum depression. The findings of the study show that digital literacy is a key factor to filter information and prevent the negative impact of information overload. In addition, although online support is able to strengthen psychological resilience, real interactions from families, partners, and health workers remain irreplaceable. Socio-economic factors also affect the quality of access and validity of information, so special attention is needed to prevent health literacy gaps between community groups.

Theoretically, this study enriches the literature by integrating the perspectives of Health Belief Model, Social Support, Information Overload, and digital literacy in the context of millennial mothers. Practically, the results of the study recommend the need for a digital-based but still verified health communication strategy, the involvement of health workers in the digital space, and real support from families and communities. The limitations of this study are the limited scope of the area and the cross-sectional design, so further research is recommended to use longitudinal methods with a wider geographical coverage, as well as considering additional variables such as the role of couples, health policies, and the influence of mainstream media. Thus, this study not only provides an empirical picture of the experiences of millennial mothers in the digital era, but also offers a conceptual and practical foundation to improve the welfare of mothers and children in Indonesia.

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