

SUMMARY

The young families in the digital age in West Jakarta have many potential problems with its environment. We try to map with ongoing efforts by strengthening Character education, by providing education from an early age to children aged under five is one way to shape the character and personality of children for the future. Children who have good intelligence will usually have good character too. Every parent wants the children to be useful and have a good future. Parenting models in the form of assistance, through campaigns of methods of socialization, simulation methods and evaluation methods, with the hope that parents or families become confident in facing the digital era for the character of their children.