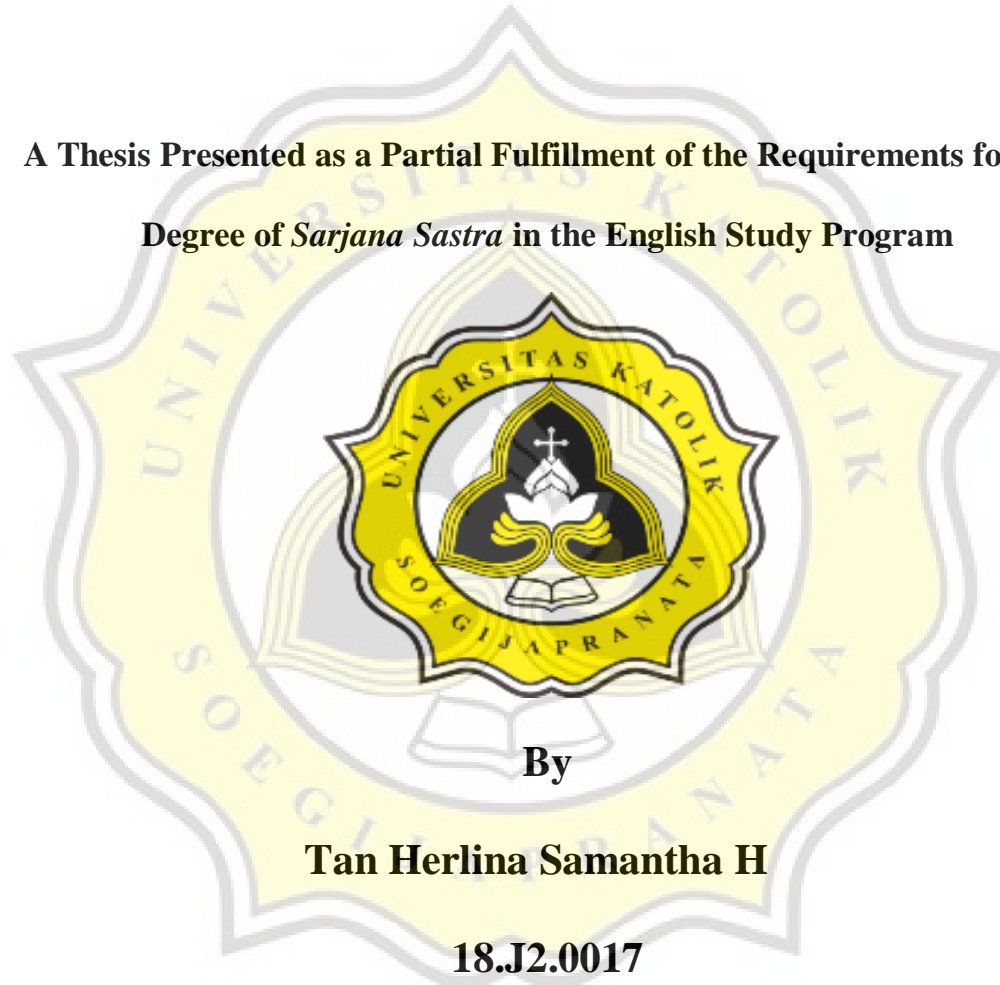


**PARENTS' PREFERENCES OF DAY CARE
FACILITIES AND ACTIVITIES: EVALUATION OF
*LOVE & CARE DAYCARE***

**A Thesis Presented as a Partial Fulfillment of the Requirements for the
Degree of *Sarjana Sastra* in the English Study Program**



By

Tan Herlina Samantha H

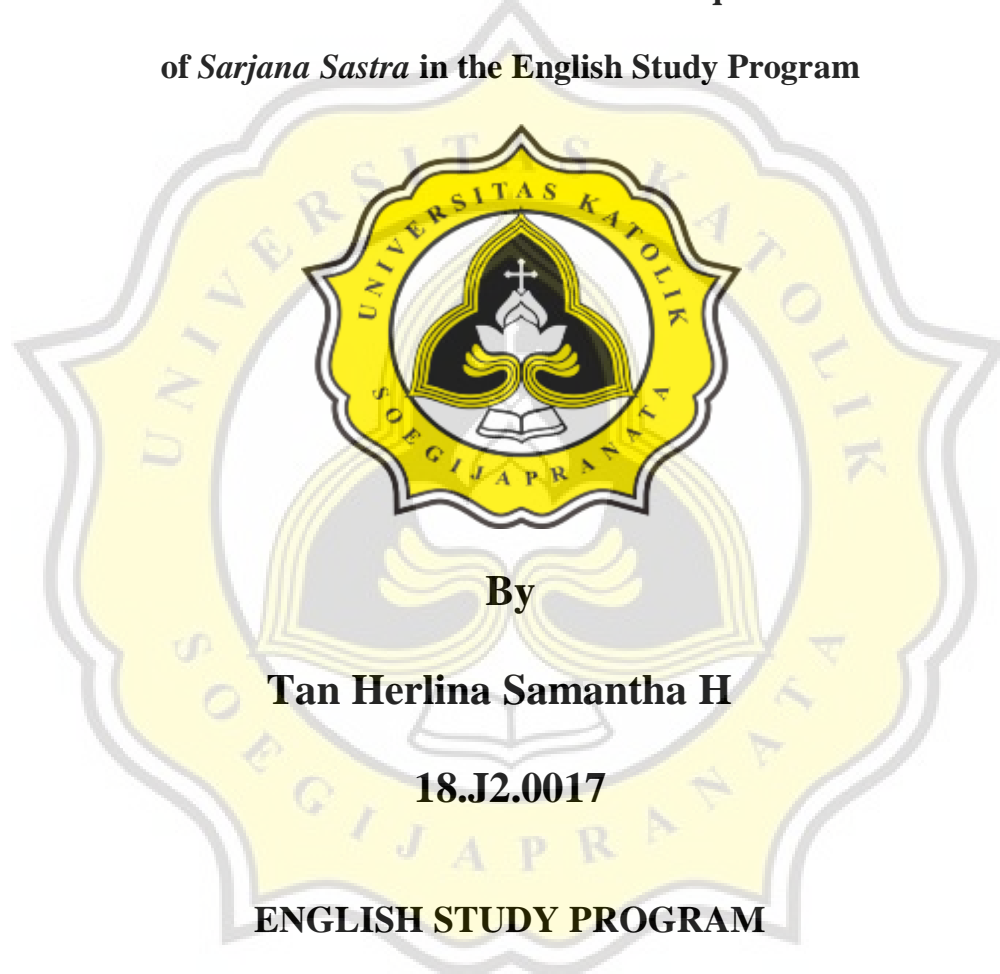
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**ENGLISH STUDY PROGRAM
FACULTY OF LANGUAGE AND ARTS
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ABSTRACT

Day care is a place for children to stay when their parents are at work. Those working in the day care replace the role of parents and temporarily help to meet the needs of the children. Every parent has a preference when choosing a day care. This preference is caused by parents' conditions, such as work, maintenance costs, and routines. A good day care is a place where they can meet the needs of children. This study aimed to determine parents' preferences in choosing day care and what parents prefer in *Love and Care Day Care*, both in terms of facilities and activities. The research method used in this study is qualitative. Data analysis used includes data reduction, data presentation, and conclusions. Research data was collected through interviews with the Person in Charge at *Love and Care Day Care* and eleven parents who entrusted their children to *Love and Care Day Care*. The results of the study concluded that parents were quite satisfied with *Love and Care Day Care*. According to them, the facilities are sufficient and satisfactory. As for activity, parents feel it lacking and want an improvement. Parents provide criticism and suggestions regarding facilities and activities that can help children's development and improve the quality of *Love and Care Day Care*.



ABSTRAK

Tempat Penitipan Anak merupakan tempat singgah anak yang menggantikan peran orang tua dan membantu memenuhi kebutuhan anak sementara. Setiap orang tua memiliki preferensi dalam memilih Tempat Penitipan Anak. Preferensi tersebut disebabkan oleh kondisi orang tua seperti pekerjaan, biaya penitipan, dan rutinitas. Tempat Penitipan Anak yang baik adalah tempat dimana mereka dapat memenuhi kebutuhan anak. Tujuan dari penelitian ini adalah untuk mengetahui preferensi orang tua dalam memilih dan apa yang diinginkan orang tua di *Love and Care Day Care*, baik dari fasilitas dan aktivitas. Metode penelitian yang digunakan pada penelitian ini adalah kualitatif. Analisis data yang digunakan adalah reduksi data, penyajian data dan kesimpulan. Data penelitian dikumpulkan melalui wawancara kepada Penanggung Jawab di *Love and Care Day Care* dan sebelas orang tua yang menitipkan anaknya di *Love and Care Day Care*. Hasil penelitian menyimpulkan orang tua cukup puas dengan *Love and Care Day Care*. Menurut mereka, fasilitas sudah memadai dan cukup memuaskan. Sedangkan untuk aktivitas, orang tua merasa kurang dan menginginkan peningkatan. Orang tua memberi kritik dan saran mengenai fasilitas dan aktivitas yang dapat membantu perkembangan anak dan meningkatkan kualitas *Love and Care Day Care*.

