

**ABSTRACT**

**Background:** *Preschool children or children aged 3-5 years are included in the toddler age. The development of children at the age of five is very rapid which makes it an important momentum for parents in optimizing children's growth and development, including their social and emotional development. Emotional social development can be said to be successful if children are able to communicate, express, and control their emotions so that they are able to socialize and be accepted in their environment. The success of children's growth and development can be seen from the fulfillment of the basic needs they get, such as exclusive breastfeeding as the fulfillment of child care, how the parenting style meet their compassionate needs and the use of children's gadgets which can be biased in providing stimulus as children's grooming needs.* **Methods:** *This research method is quantitative with a cross-sectional design. The number of respondents was 84 respondents with a simple random sampling technique from population data that had been previously known. This research data collection using an online questionnaire. Data analysis using the chi-square test.* **Results:** *The results showed that 55.9% exclusively breastfed preschool children and 44.1% non-exclusively breastfed children. The parenting style applied to preschool children is democratic parenting 65.4%, authoritarian 29.8%, and permissive 4.8%. The intensity of children's gadget use is 57.1% high, 29.8% medium, and 13.1% low. Chi-square test results of exclusive breastfeeding data  $p = 0.047$  ( $p < 0.05$ ), parenting style  $p = 0.034$  ( $p < 0.05$ ), and the intensity of gadget use  $p = 0.358$  ( $p > 0.05$ ).* **Conclusion:** *It is concluded that there is a significant relationship between exclusive breastfeeding and parenting style on the social-emotional development of preschool children in Genteng Surabaya District. However, there is no significant relationship between the intensity of the use of gadgets on the social and emotional development of preschool children in Genteng Surabaya District.*

**Keywords:** *Exclusive Breastfeeding, Parenting Style, Intensity of Using Gadgets, and Preschool Children*

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