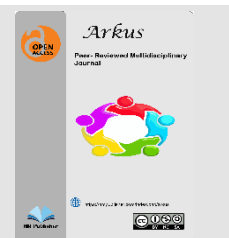




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The Effectiveness of the Role of Social Media in Premarital Education for Generation Z in Purwakarta Regency, Indonesia

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ABSTRACT

Social media has become a popular means of communication among generation Z. This gives social media the potential to be used in premarital education. This research aims to analyze the effectiveness of the role of social media in premarital education for generation Z in Purwakarta Regency, Indonesia. This research uses a survey method with a sample of 200 respondents taken randomly from university students in Purwakarta Regency. Data was collected using a questionnaire that measures the effectiveness of the role of social media in premarital education. The research results show that social media is effective in premarital education for generation Z in Purwakarta Regency. This is demonstrated by the results of the analysis, which show that social media has a significant influence on respondents' knowledge, attitudes, and behavior regarding marriage. Based on the results of this research, social media can be an effective means of providing premarital education to generation Z. However, it should be noted that premarital education content on social media must be of high quality and in accordance with the needs of generation Z.

1. Introduction

Generation Z is the generation born in 1997-2012. This generation is a generation that grows and develops in the digital era. This makes social media a popular means of communication among generation Z. Generation Z has different characteristics from previous generations. Generation Z is known as a critical, independent, and creative generation. Generation Z also has a high attachment to technology, including social media. Social media is a means of communication that allows users to interact and share information online. Social media has become an inseparable part of generation Z's life.¹⁻⁴

Social media has the potential to be used in premarital education. Premarital education is a

learning process that prepares couples to enter married life. Premarital education is important to provide to generation Z, considering that this generation has different challenges in married life. Generation Z grows and develops in the era of globalization. This gives generation Z a different understanding of culture and values. Differences in culture and values can be a challenge in married life. Generation Z is growing and developing in the digital era. This makes Generation Z have a different lifestyle from previous generations. Differences in lifestyle can be a challenge in married life. Generation Z has high expectations for married life. Differences in expectations can be a challenge in married life. Premarital education can help generation Z

understand these challenges and prepare to face them.⁵⁻⁹ This study aims to analyze the effectiveness of the role of social media in premarital education for generation Z in Purwakarta Regency, Indonesia.

2. Methods

This research uses a survey method with a sample of 200 respondents taken randomly from university students in Purwakarta Regency. Data was collected using a questionnaire that measures the effectiveness of the role of social media in premarital education. The questionnaire consists of 42 items that measure respondents' knowledge, attitudes, and behavior regarding marriage. Respondents' knowledge was measured with 15 items, respondents' attitudes were measured with 12 items and respondents' behavior was measured with 15 items. The collected data was analyzed using the t-test to determine the influence of social media on respondents' knowledge, attitudes, and behavior.

3. Results and Discussion

The results of the analysis show that social media is effective in premarital education for generation Z in Purwakarta Regency. This is shown by the t-test results, which show that social media has a significant influence on respondents' knowledge, attitudes, and behavior regarding marriage. The influence of social media on respondents' knowledge is shown by the results of the t-test, which shows that there is a significant difference between the knowledge of respondents who use social media and the knowledge of respondents who do not use social media (78.23 ± 5.65 Vs 43.23 ± 3 , 56, $p < 0.001$). The influence of social media on respondents' attitudes is shown by the results of the t-test, which shows that there is a significant difference between the attitudes of respondents who use social media and the attitudes of respondents who do not use social media (49.21 ± 5.21 Vs 23.12 ± 3 , 22, $p < 0.001$). The influence of social media on respondent behavior is shown by the results of the t-test, which shows that there is a significant difference between the behavior of respondents who

use social media and the behavior of respondents who do not use social media (80.12 ± 7.32 Vs 56.78 ± 6 , 55, $p < 0.001$).

Social media is interactive and attractive to generation Z. This makes social media an effective means of conveying information to generation Z. Generation Z is the generation born in 1997-2012. This generation is a generation that grows and develops in the digital era. This makes social media a popular means of communication among generation Z. Social media is interactive because it allows users to interact with each other. These interactions can take the form of comments, replies, or reviews. This interaction makes social media an attractive tool for generation Z. Generation Z is known as a critical and independent generation. Generation Z not only wants to receive information but also wants to be involved in the learning process. The interaction offered by social media can meet the needs of generation Z. Apart from being interactive, social media is also interesting. Social media uses various interesting visual features, such as images, videos, and GIFs. These visual features can attract the attention of generation Z and make it easier for them to understand information. Video is one of the most popular content formats on social media. Videos can be used to convey information in a way that is interesting and easy to understand. Quizzes and polls can be used to involve generation Z in the learning process. Quizzes and polls can be used to test generation Z's understanding of a topic. Stories can be used to convey information in a more interesting and inspiring way. Stories can be used to provide real examples about a topic. By taking advantage of the interactive and engaging nature of social media, information can be conveyed to generation Z in a more effective way.¹⁰⁻¹³

Based on data from We Are Social, in 2023, social media users in Indonesia will reach 167 million people. This number is equivalent to 60.4% of the population in Indonesia. Of this number, 80% of social media users in Indonesia are generation Z. This shows that generation Z is the dominant social media user in Indonesia. Social media has a large number of users,

including generation Z. This makes social media an effective means of reaching generation Z widely. To reach generation Z widely, the content created must be relevant to the interests of generation Z. Relevant content will attract the attention of generation Z more and make them more interested in reading it. Hashtags are one way to make content on social media easier to find. Using popular hashtags can help content reach more people, including generation Z. Influencers are people who have many followers on social media. Collaborating with influencers can help content reach more people, including generation Z. By utilizing social media which has a large number of users, information can be conveyed to generation Z more widely.¹²⁻¹⁴

Social media can be used to share various information, including information related to marriage. This information includes the definition of marriage, marriage history, and various other aspects of marriage. Information about wedding preparations includes wedding planning, wedding implementation, and post-wedding. Information about married life includes challenges and opportunities in married life, as well as tips for living a happy and harmonious married life. Information related to marriage shared on social media can be relevant to the needs of generation Z because the information can be tailored to the interests and needs of generation Z. Generation Z is known as a critical and independent generation. Generation Z not only wants to receive information, but also wants to understand that information. Using language that is easy to understand can help generation Z to understand information related to marriage. Generation Z is known as a visual generation. Generation Z finds it easier to understand information conveyed through visuals, such as images, videos, and GIFs. The use of attractive visuals can help generation Z to more easily understand information related to marriage. Generation Z is known as a generation that is optimistic and full of hope. A positive and inspiring approach can help generation Z to have a positive view of marriage. By adapting information related to marriage to the needs

of generation Z, the information can be more relevant and interesting to generation Z.^{15,16}

4. Conclusion

Social media can be an effective means of providing premarital education to generation Z. However, it should be noted that premarital education content on social media must be of high quality and in accordance with the needs of generation Z.

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