

The Relationship between Social Media Consumption and Generation Z's Marriage Preference

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Abstract: The widespread circulation of “fear of marriage” narratives on social media has intensified public discourse on intimate relationships and raised concerns about shifting marital perceptions among Generation Z. This study examines the relationship between social media exposure, perceptions of negative marriage-related issues, and marriage preferences among Generation Z. A quantitative descriptive approach was employed using accidental sampling. Data were collected from 390 undergraduate students from Universitas Pakuan, IPB University, and Universitas Ibn Khaldun in Bogor City, Indonesia, through a structured questionnaire with a four-point Likert scale. Descriptive statistics and Pearson correlation tests were applied. The findings reveal a weak but significant positive correlation between social media exposure and marriage preference ($r = 0.164$; $p = 0.001$), and a significant negative correlation between perceptions of negative issues such as domestic violence, financial burden, and infidelity and marriage preference ($r = -0.238$; $p = 0.000$). Notably, 95.92% of respondents reported positive marriage preferences. This study contributes to communication scholarship by demonstrating that social media does not reduce Generation Z’s intention to marry, but instead shapes more selective and rational marital decision-making within digital meaning-construction processes.

Keywords: Generation Z, Marriage perception, Marriage preference, Social media

Abstrak: Penelitian ini menganalisis pengaruh narasi negatif tentang pernikahan yang beredar di media sosial terhadap preferensi menikah Generasi Z. Secara khusus, studi ini menguji hubungan antara intensitas terpapar media sosial, persepsi terhadap isu-isu negatif pernikahan, dan preferensi menikah. Penelitian menggunakan pendekatan kuantitatif deskriptif dengan teknik accidental sampling terhadap 390 mahasiswa dari Universitas Pakuan, IPB University, dan Universitas Ibn Khaldun di Kota Bogor. Data dikumpulkan melalui kuesioner terstruktur dengan skala Likert empat poin dan dianalisis menggunakan statistik deskriptif serta uji korelasi Pearson. Hasil menunjukkan adanya hubungan positif yang lemah namun signifikan antara terpapar media sosial dan preferensi menikah ($r = 0,164$; $p = 0,001$), serta hubungan negatif yang signifikan antara persepsi isu negatif—termasuk KDRT, beban finansial, dan perselingkuhan—dengan preferensi menikah ($r = -0,238$; $p = 0,000$). Meskipun demikian, mayoritas responden (95,92%) tetap menunjukkan preferensi positif untuk menikah. Temuan ini menegaskan bahwa media sosial tidak menurunkan minat menikah Generasi Z, tetapi membentuk sikap yang lebih selektif dan rasional dalam mempertimbangkan kesiapan menikah.

Kata Kunci: Generasi Z, Media social, Persepsi pernikahan, Preferensi menikah

Introduction

Marriage is one of the important aspects of human life structure. As an institution that holds deep value and meaning, marriage is not only viewed as a legal or social bond, but also as a sacred agreement that reflects spiritual, moral, and emotional values (Sefiyani et al. 2024). Individuals are expected to build harmonious relationships, complement each other, and contribute to the continuity of the social and cultural order of society. However, along with the passage of time, the meaning and perception of marriage have undergone significant changes. Shifts in social and economic values, as well as developments in information technology that have made social media a major influence, have significantly affected Generation Z's perception of marriage.

The development of social media in Indonesia has reached a significant stage, with the number of internet users reaching 191 million in 2024, the majority of whom are Generation Z (Panggabean 2024). This phenomenon indicates that young people play a dominant role in the digital ecosystem, especially in the use of platforms such as TikTok, Instagram, and X. Social media now functions not only as a means of communication and entertainment but has also evolved into a public space where opinions and social discourse are formed. Research by Izzulsyah, Hidayah, dan Saputra (2022) states that social media has indeed significantly changed the social life of people across almost all levels and social strata. Generation Z is a group of individuals born between the mid-1990s and the early 2010s.

Generation Z has grown up amidst the rapid development of digital technology and has extensive access to various online platforms, including social media (Adhani, Fadhilah dan Aripudin 2024). As many as 46 percent of Generation Z have turned to social media to find the information they need, as it is their preferred platform where they spend most of their time (Haan, 2024). This is reinforced by data from GoodStats (2025) which shows that Indonesian youth spend an average of 4–6 hours per day on social media. Social media use involves participation in activities related to social media, such as the frequency and duration of accessing information as needed ((Iswanto et al. 2021). Social media provides easy access to a wide range of information and opinions, allowing them to engage in online discussions and develop a broader understanding of the world around them.

Generation Z is highly dependent on social validation obtained through social media (Rahmawati, Lutfiah, dan Muzharifah 2025). The importance of social media in changing the way Generation Z communicates and interacts socially is increasing in the context of understanding the dynamics of their relationships (K. R. Ahmad, Amir, dan Hapipi 2024). The wide access to various content on social media makes Generation Z the generation that interacts most frequently with narratives about domestic life, divorce, domestic violence, and financial pressures. Exposure to such content can lead to the formation of the perception that marriage is something complicated, frightening, and high-risk. As a result, the narrative of 'fear of marriage' has become widespread on social media.

The phenomenon of the fear of marriage has become one of the issues that causes a significant gap between the ideal conditions and the actual conditions related to the institution of marriage (Tirta dan Arifin 2025). Kompas.id (2024) reports that the 'fear of marriage' phenomenon is now becoming a trend among young people, triggered by exposure to negative

content about marriage on social media, such as divorce, domestic violence, and financial burdens. This is also reinforced by interactions on social media, where comments and public discussions shape collective perceptions of marriage (Fikri, Amelia, dan Indonesia 2024). According to Gerbner's Cultivation Theory by Gerbner (2018) repeated exposure to certain media themes can instill particular perceptions in the minds of the audience. In this context, continuous exposure to negative content surrounding marriage has the potential to shape negative perceptions of the institution of marriage itself. Content that highlights fears of marital commitment creates a snowball effect on negative perceptions of the institution of marriage (Ardiningrum and Fatgehipon 2025).

This phenomenon in Indonesia can be seen from the decline in marriage rates over the past decade. According to data from the Central Statistics Agency (BPS) in 2024, the number of marriages dropped to 1.58 million couples compared to ten years earlier (Fauziyah, 2024). This shows that Generation Z is becoming increasingly cautious, even regarding marriage commitments. Bogor City, as one of the urban areas close to the center of social and digital development, becomes an interesting representation for examining this phenomenon. Given this situation, it is important to analyze the relationship between social media consumption and Generation Z's perception of marriage issues. The research focuses on three main aspects: patterns of social media consumption, perceptions of marriage issues on social media, and Generation Z's preferences regarding marriage itself.

Several recent studies have examined the relationship between social media and perceptions of marriage among young people. Valkenburg, Driel, and Beyens (2022) found that different types of social media consumption, both passive and active, have varying effects on the formation of reality perceptions. Meanwhile, Wang dan Yang (2025) identified that exposure to information about the “benefits” versus “costs” of marriage on online media can shape different marriage intentions among Generation Z in China. Kislev dan Marsh (2023) also found that a decline in the desire to engage in romantic relationships is actually correlated with higher life satisfaction among singles in Germany, and demonstrated that delaying marriage does not necessarily have a negative impact on individual well-being.

Previous research has not specifically examined how social media algorithms shape selective and personalized patterns of wedding content consumption, as well as the influence of the 'fear of marriage' narrative on marriage preferences within the Indonesian cultural context. Therefore, this study is expected to illustrate how the intensity, frequency, and attention of Generation Z toward wedding content on social media affect their perspective on the meaning of marriage, as well as assess the extent to which exposure to negative content such as financial issues, domestic violence, and divorce contributes to the emergence of the 'fear of marriage' narrative. This serves as empirical educational insight into the role of social media in shaping Generation Z's preferences and provides a basis for developing digital communication strategies, which forms the foundation for the research framework of this study.

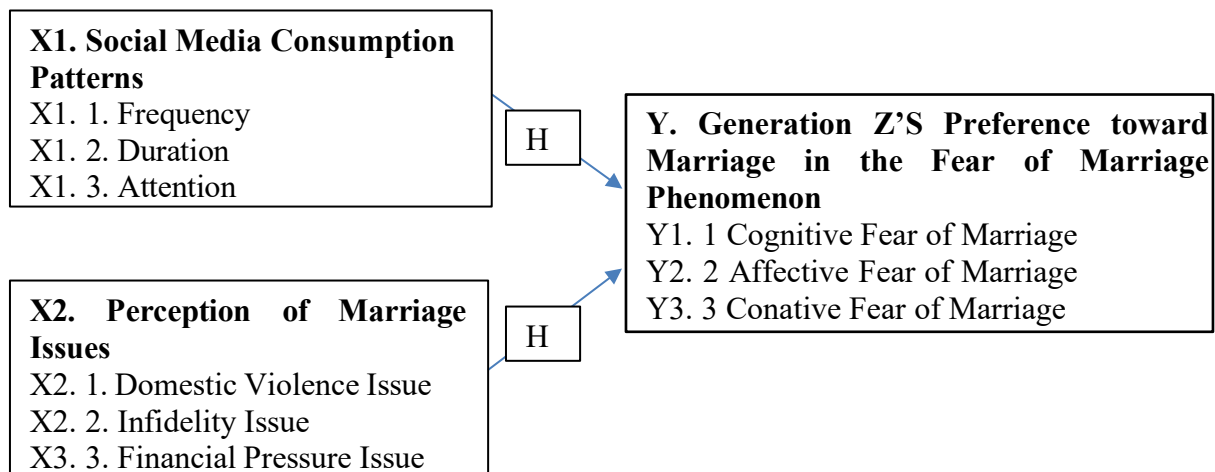


Figure 1. Conceptual Framework
Source: Research Data

Description:

H1: There is a relationship between social media consumption patterns and marriage preferences of Generation Z

H2: There is a relationship between perceptions regarding marriage issues and the marriage preferences of Generation Z

Methods

This study uses a quantitative method with a descriptive-quantitative approach. Purwanto and Sulistyastuti (2021) stated that the descriptive quantitative approach allows researchers to systematically describe social phenomena and measure the relationships between variables using numerical data. The researcher chose this approach to describe and analyze the relationship between social media consumption and Generation Z's perceptions of marriage issues, as well as their preferences regarding the decision to get married. The data sources in this study are divided into two, namely primary data and secondary data. Primary data was obtained through the distribution of structured questionnaires to respondents who are students from three universities in Bogor City, namely Pakuan University, IPB University, and Ibn Khaldun University. To deepen the analysis results, this study also includes in-depth interviews with several selected respondents. Meanwhile, secondary data was obtained from previous research results, Bogor City statistical data, as well as literature relevant to the research topic.

The research instrument used a structured questionnaire with a 4-point Likert scale to measure exposure to social media, perceptions regarding marriage issues, and preferences related to marriage. This study used an even 4-point scale to avoid the tendency of respondents to choose a neutral answer (central tendency bias), which often occurs with odd-numbered scales. Therefore, the scale range used is (1) Strongly Disagree, (2) Disagree, (3) Agree, (4) Strongly Agree, adjusted to the context of the questions. The variables of social media exposure, marriage perceptions, and marriage preferences were measured using 15 questionnaire items each.

The sampling technique used is non-probability sampling with an accidental sampling approach, which is a technique of determining samples based on chance, where anyone who

happens to meet the researcher and meets the specified characteristics can be taken as a sample. Based on the results of the preliminary study, the total population of students from the three universities reached 43,700 people. The Taro Yamane formula was chosen because it can provide an optimal sample size with an acceptable level of precision for survey research. Based on the calculation using the Taro Yamane formula with an error rate of 5.04 percent, a minimum sample of 390.17 respondents was obtained and rounded to 30 respondents.

Taro Yamane Formula

$$n = \frac{N}{1 + Ne^2}$$

Description:

- n = Required sample size
- N = Research population size
- e = Error tolerance (stated as 5.04%)

Based on the formula above, the sample calculation in this study is:

$$n = \frac{43.700}{1 + 12,00} = 390,17 \text{ rounded to } 390$$

Table 1. Research Respondent Sampling Results

No	University	Male	Female	Number of Respondents (Students)
1	Pakuan University	48	112	160
2	Institut Pertanian Bogor (IPB)	34	91	125
3	Ibn Khaldun University	42	63	105
4	Total Sampel	124	266	390

Source: research results

The collected data is then analyzed in two stages. First, a *Correlation Analysis* will be conducted to understand the relationship between social media consumption patterns and Generation Z's perceptions of marriage issues, as well as to determine whether there is a relationship between these perceptions and their preferences regarding the decision to marry. Second, *Descriptive Statistical Analysis* will be carried out to illustrate the tendencies of Generation Z's social media consumption patterns as well as their perceptions of issues and marriage preferences. Through these two stages of analysis, this study is expected to provide a comprehensive overview of the influence of social media on Generation Z's views and decisions regarding marriage.

Results and Discussion

Individual Characteristics

This research collected data from 392 students from three Higher Education Institutions in Bogor City, namely IPB University, Universitas Pakuan, and Universitas Ibn Khaldun. The respondent composition was dominated by those aged 21, accounting for 29.6 percent, with

females making up 70.7 percent. In terms of year of entry, the 2021 cohort was the largest, comprising 30.5 percent. The data shows that 70.3 percent of respondents are not actively involved in student organization activities, while economically, 51.8 percent have a monthly budget of less than IDR 500,000. This demographic profile describes that most respondents are in a transitional stage toward full adulthood and are actively forming their perspectives on careers, interpersonal relationships, and marriage institutions through interactions in the digital space.

Social Media Consumption Patterns of Generation Z in Accessing Information about Marriage

Based on the data in Table 2 below, it can be seen that the pattern of wedding consumption on social media by Generation Z is quite varied. As many as 57.7 percent of respondents admitted that they rarely or very rarely access wedding-themed content on Instagram, while the remaining 42.7 percent stated that they access it quite often. This variation is influenced by social media platform algorithms that provide content recommendations based on each user's interaction patterns and preferences. Nasrullah (2023) emphasizes that social media has become a social space where collective perceptions are formed, where platform algorithms also determine the content consumed and shape users' subjective realities.

Table 2. Exposure to Watching Wedding Content on Social Media

No	Assault	Frequency (People)	Percent (%)	Average Score
1	Very Rare	16	4,1	2.41
2	Rare	210	53,6	
3	Often	149	38,0	
4	Very Often	17	4,3	
5	Total	392	100,0	

Source: research results

Note: 1 – 1.75: Very Rare; 1.76 – 2.51: Rare; 2.52 – 3.27: Often; 3.28 – 4: Very Often

These results indicate that Generation Z has a stronger tendency towards content related to humor, lifestyle, and career development compared to marriage-related topics. This tendency is influenced by the visual appeal of the content, its easy accessibility, and the level of relevance to their personal needs. These findings are in line with the study by Nurhabibah dan Farid (2025), which identified that several key factors motivating Generation Z to access content include its attractive visual aspects, ease of access to information, and the alignment of content with their individual needs. These factors contribute to why Generation Z spends more time engaging with certain content.

Table 3. Exposure Duration of Watching Wedding Content on Social Media

No	Assault	Frequency (People)	Percent (%)	Average Score
1	Very Short	86	21,9	1.99
2	Short	228	58,2	
3	Long	73	18,6	
4	Very Long	5	1,3	
5	Total	392	100,0	

Source: research results

Note: 1 – 1.75: Very Rare; 1.76 – 2.51: Rare; 2.52 – 3.27: Often; 3.28 – 4: Very Often

The data in the table above shows that the majority of Generation Z, totaling 80.1 percent, usually allocate a short or very short amount of time when watching wedding content, while the remaining 19.9 percent spend a longer time. Based on these results, it indicates that although there is interest in the topic of weddings, the intensity of time spent consuming such content is still considered minimal. This is consistent with and aligns with the findings of Sari (2023), who stated that Generation Z tends to be more interested in short and easily digestible content. This preference is influenced by the lifestyle of digital natives who are accustomed to quick information and visually appealing material. Therefore, concise, dense, and engaging content is more effective in capturing their attention.

Table 4. Exposure to Attention Watching Wedding Content on Social Media

No	Assault	Frequency (People)	Percent (%)	Average Score
1	Very Low	88	22,4	2.01
2	Low	197	50,3	
3	Tall	98	25,0	
4	Very Tall	9	2,3	
5	Total	392	100,0	

Source: research results

Note: 1 – 1.75: Very Rare; 1.76 – 2.51: Rare; 2.52 – 3.27: Often; 3.28 – 4: Very Often

Based on this data, it can be seen that the majority of Generation Z (72.7 percent) show a low or very low level of attention to wedding content on social media, while 27.3 percent have a high level of attention. These findings suggest that wedding content has not become a primary focus of attention for this generation. The level of attention of Generation Z is more determined by the relevance of the content and the visual appeal presented (Riska dan Khasanah 2023). Supported by Haqqi dan Arifianto (2022) who identified that the digital media consumption patterns of Generation Z tend to seek social validation through interactions on social media.

Generation Z's Perception of Marriage Issues on Social Media

The data below shows that the majority of Generation Z, 87.3 percent, consider domestic violence (DV) in the context of marriage as negative or very negative, while 12.7 percent view

it as positive. These results prove that DV is still seen as a dominant and sensitive issue in discussions on social media. This aligns with data from the National Commission on Violence Against Women (Komnas Perempuan) (2024), which recorded that DV still dominates cases of violence against women with 12,548 cases. This data indicates that DV remains a serious threat within the institution of marriage. The high number also reinforces Generation Z's concern about the risks of domestic violence, which often becomes viral content on social media and shapes negative perceptions of marriage.

Table 5. Generation Z's Perception of Domestic Violence Issues

No	Perception of Domestic Violence Issues	Frequency (People)	Percent (%)	Average Score
1	Very Bad	70	17,9	1.95
2	Bad	272	69,4	
3	Good	48	12,2	
4	Very Good	2	0,5	
5	Total	392	100,0	

Source: research results

Note: 1 – 1.75: Very Rare; 1.76 – 2.51: Rare; 2.52 – 3.27: Often; 3.28 – 4: Very Often

Maulana dan Rinawati (2025) revealed that exposure to domestic violence content on social media contributes to the formation of negative perceptions about marriage. DV issues are often perceived as a representation of failure in building a harmonious household. As a result, the institution of marriage is frequently associated with conflicts, both emotional and physical. This is reinforced by Iqbal (2021), who explained that couples who are not fully prepared mentally, physically, and financially will face various risks in the household, such as domestic violence, stress, and health problems. These findings create a cycle of negative perception: social media publishes DV cases, most of which stem from couples' unpreparedness, and then Generation Z, who consume this content, become increasingly aware of the importance of comprehensive readiness before marriage, leading them to choose to delay marriage until they are truly ready mentally, physically, and financially.

Table 6. Generation Z's Perception of Infidelity Issues

No	Perception of Infidelity Issues	Frequency (People)	Percent (%)	Average Score
1	Very Bad	131	33,4	1.88
2	Bad	171	43,6	
3	Good	86	21,9	
4	Very Good	4	1,0	
5	Total	392	100,0	

Source: research results

Note: 1 – 1.75: Very Rare; 1.76 – 2.51: Rare; 2.52 – 3.27: Often; 3.28 – 4: Very Often

The data in the table above shows that the majority of Generation Z, 77 percent, view the issue of infidelity in marriage as negative or very negative, while 22.9 percent consider it

positive. This issue is one of the elements that influence Generation Z's perspective on loyalty and commitment in marriage. Arifin dan Fardiah (2023) stated that social media platforms such as TikTok and Instagram often trigger the formation of negative perceptions, leading Generation Z to view marriage as a relationship vulnerable to betrayal and emotional instability. This is reinforced by Susanto (2020) who explained that social media acts as a strong stimulus in shaping public perception of various social issues, which is influenced by personal experiences.

Table 7. Generation Z's Perception of Financial Issues

No	Perception of Financial Issues	Frequency (Orang)	Percent (%)	Average Score
1	Very Bad	199	50,8	1,55
2	Bad	177	45,2	
3	Good	16	4,1	
4	Total	392	100,0	

Source: research results

Note: 1 – 1.75: Very Rare; 1.76 – 2.51: Rare; 2.52 – 3.27: Often; 3.28 – 4: Very Often

The table above shows that the majority of Generation Z, totaling 96 percent, view economic issues in marriage as negative or very negative, while only 4.1 percent see them positively. These results demonstrate that economic problems are the main source of concern for Generation Z in the context of marriage. This finding is in line with Hamdi dan Syahnir (2019), who explain that economic instability and the influence of social media lead them to see marriage as a financial burden rather than a life priority. Supported by Ali dan Purwandi (2021) who explain that Generation Z, as digital natives, tend to be more critical and selective in making important decisions, including long-term commitments such as marriage.

Table 8. Generation Z's Preferences for Marriage

Preferences Married	Frequency (People)	Percent (%)
Not interested in getting married at all	1	0,26
Not interested in getting married	15	3,83
Interested in getting married	249	63,52
Very interested in getting married	127	32,40
Total	392	100,00

Source: research results

The table above shows that the majority of Generation Z exhibits a positive tendency towards marriage as part of their life plans. Out of a total of 392 respondents, 249 people (63.52 percent) expressed interest in getting married, and 127 people (32.40 percent) were very interested in getting married. Thus, there are 376 respondents, or 95.92 percent, who have a positive preference for marriage, either at a moderate or high intensity. Meanwhile, only 15 people (3.83 percent) expressed no interest in getting married, and 1 person (0.26 percent) was very uninterested in getting married. This small proportion indicates that negative views towards the institution of marriage are not a dominant attitude among Generation Z. Overall,

these results confirm that marriage is still regarded as a reasonable and ideal life goal. The high preference for marriage reflects young people's expectations regarding family formation as well as the influence of strong social and cultural values. The dominance of the category 'interested in getting married' compared to 'very interested in getting married' also shows a realistic attitude, where Generation Z has the desire to get married but still considers factors such as financial readiness, education, and the right timing.

This tendency aligns with the findings of Panggabean (2024), who highlighted that Generation Z's exposure to wedding content on social media actually encourages them to be more selective and rational in planning their future, rather than rejecting marriage itself. This reinforces the view that adolescents take a realistic approach to marriage by considering financial and emotional readiness before making the decision to marry. Tirto.id (2023) also emphasizes that Generation Z ensures financial, emotional, and mental readiness first before getting married. This serves as evidence that Generation Z has a realistic perspective on marriage by considering financial and emotional preparedness before making the decision to get married.

Table 9. Correlation Results of Social Media Usage Exposure on Marriage Preferences in Generation Z

Variable	Preferensi Menikah	
X Terpaan Penggunaan Media Sosial	Rank Spearman	0.164**
	Sig (p-value)	0.001

Source: research results

The results of the Spearman correlation test in the table above show that the variable of exposure to social media use (x) has a significant relationship with marriage preferences among Generation Z (Y). The correlation coefficient value of $r = 0.164$ with a significance level of $\text{Sig. (2-tailed)} = 0.001$ indicates a weak but significant positive relationship between the two variables. This means that the higher the exposure or intensity of social media use related to marriage issues, the higher Generation Z's preference for marriage. This weak but significant relationship illustrates that social media influences how Generation Z perceives marriage, although it is not the dominant factor.

These results are in line with Wazis (2022) who explained that social media has evolved into a public space where opinions and social discourse are formed, with mass communication effects that include cognitive, affective, and behavioral effects in shaping audience perceptions. Clayton, Nagurney, dan Smith (2020) indicate that the intensity of social media use is associated with increased conflict in romantic relationships, which affects individuals' views on commitment and marriage. This can be caused by the variation in content they consume, some of which portrays negative narratives such as issues of divorce and financial pressure, while others highlight positive values such as harmony and the meaning of family. This is reinforced by statements from (Izzudin and Cahyadi (2025) regarding Generation Z, who are often exposed to depictions of ideal marriages frequently promoted on social media sites, causing them to feel pressured to meet these irrational expectations in their daily lives. Hakim, Adriansyah, and Lestaria (2025) mention that negative information from social media can

shape a fear-based perception of marriage. However, the fear of marriage does not imply that men and women do not need each other in romantic relationships, so both tend to choose and accept various forms of relationships other than marriage. Thus, exposure to social media content plays a greater role as a cognitive and affective stimulus that influences Generation Z's perspective on marriage.

This finding aligns with Gerbner (2018) opinion in cultivation theory, which explains that repeated media exposure can instill certain perceptions in audiences. This is reinforced by Rathnayake (2025), who explains that social media recommendation systems can create exposure to negative-tinged content, thereby contributing to the increase in Generation Z's pessimistic attitudes toward marriage through the repetition of narratives about relationship risks and uncertainties. In addition, Wang dan Yang (2025) mentioned that Generation Z is becoming more selective and rational in planning marriage, in line with previous empirical findings showing that online exposure to information about the 'benefits' of marriage is positively related to the intention to marry, while exposure to information about the 'costs' of marriage reduces that intention, thus the type of content consumed determines the direction of social media's influence on marriage intentions.

Table 10. Correlation Results of Perceptions about Marriage Issues on Marriage Preferences in Generation Z

Variable	Marriage Preferences	
X Perceptions Related to Marriage Issues	Rank Spearman	-0.238**
	Sig (p-value)	0.000

Source: research results

The Spearman correlation test results in the table above show that the variable of perception regarding marriage issues (x) has a significant relationship with marriage preference among Generation Z (Y). The correlation coefficient value of $r = -0.238$ with a significance level of $\text{Sig. (p-value)} = 0.000$ indicates a weak yet significant negative relationship between the two variables. This means that the more negative Generation Z's perception of marriage issues such as domestic violence, infidelity, and financial pressure, the lower their preference for marriage. This negative relationship demonstrates that problematic marriage content on social media is able to influence the cognitive, affective, and conative aspects of Generation Z regarding marriage decisions.

Kompas.id (2024) reported that the challenges of marriage for Generation Z are becoming increasingly complex, including fears of infidelity, domestic violence, and economic pressure, so marriage is now seen as an optional choice rather than an obligation. This is in line with the findings of Maulana and Rinawati (2025) who explain that repeated exposure to household conflict issues can decrease positive perceptions of the institution of marriage. This is reinforced by Ramadhan, Sukmayanti, and Perdana (2024) who state that marriage decisions among Generation Z are influenced by the balance between financial readiness and romantic idealism, where social media exposure plays a role in shaping their perspectives on risks, readiness, and marriage expectations. Thus, perception of marriage issues serves as an

important psychological factor in forming doubt or caution among Generation Z toward long-term commitment.

Table 11. Research Instrument Validity Test Results

Variabel	Item	r - hitung	r - tabel	Description
The Impact of Social Media	T01	.219**	0,098	Valid
	T02	.186**	0,098	Valid
	T03	.152**	0,098	Valid
	T04	.234**	0,098	Valid
	T05	.180**	0,098	Valid
	T06	.258**	0,098	Valid
	T07	.176**	0,098	Valid
	T08	.214**	0,098	Valid
	T09	.209**	0,098	Valid
	T10	.156**	0,098	Valid
	T11	.253**	0,098	Valid
	T12	.259**	0,098	Valid
	T13	.114*	0,098	Valid
	T14	.186**	0,098	Valid
	T15	.144**	0,098	Valid
Perception of Marriage	P01	.382**	0,098	Valid
	P02	.743**	0,098	Valid
	P03	.401**	0,098	Valid
	P04	.512**	0,098	Valid
	P05	.618**	0,098	Valid
	P06	.724**	0,098	Valid
	P07	.793**	0,098	Valid
	P08	.704**	0,098	Valid
	P09	.563**	0,098	Valid
	P10	.751**	0,098	Valid
	P11	.575**	0,098	Valid
	P12	.526**	0,098	Valid
	P13	.551**	0,098	Valid
	P14	.503**	0,098	Valid
	P15	.619**	0,098	Valid
Marriage Preferences	Pref01	.699**	0,098	Valid

Pref02	.693**	0,098	Valid
Pref03	.750**	0,098	Valid
Pref04	.667**	0,098	Valid
Pref05	.727**	0,098	Valid
Pref06	.612**	0,098	Valid
Pref07	.391**	0,098	Valid
Pref08	.564**	0,098	Valid
Pref09	.592**	0,098	Valid
Pref10	.654**	0,098	Valid
Pref11	.722**	0,098	Valid
Pref12	.789**	0,098	Valid
Pref13	.643**	0,098	Valid
Pref14	.727**	0,098	Valid
Pref15	.296**	0,098	Valid

Source: research results

The validity test results in the table above show that all statement items in the three research variables, namely social media exposure, perception regarding marriage issues, and marriage preference, demonstrate r-calculated values greater than r-table ($r > 0.098$). The r-calculated values for the social media exposure variable range from 0.114 to 0.259, while for the perception regarding marriage variable they range from 0.382 to 0.793, and for the marriage preference variable they range from 0.296 to 0.789. This all statement items are declared valid and appropriate to be used as data collection instruments. These results indicate that each indicator is able to accurately represent the measured construct and is consistent with the research objectives.

Table 12. Research Instrument Reliability Test Results

Variabel	Jumlah		Minimum	Keterangan
	Item Valid	Cronbach's Alpha		
Exposure to Social Media	15	.931	0,7	Valid
Perceptions Related to Marriage	15	.876	0,7	Valid
Marriage Preferences	15	.782	0,7	Valid

Source: research results

The reliability test results in the table above show that all research variables have Cronbach's Alpha values that meet the reliability criteria. The social media exposure variable obtained a Cronbach's Alpha value of $\alpha = 0.931$, the perception regarding marriage variable of $\alpha = 0.876$, and the marriage preference variable of $\alpha = 0.782$. All these values are above the established minimum threshold of 0.70, thus this research instrument is declared to have good internal consistency and is reliable for data collection.

The high reliability value of the social media exposure variable $\alpha = 0.931$ indicates very good consistency in measuring marriage content consumption patterns on social media among Generation Z. This value is even higher compared to similar studies such as Iswanto et al. (2021) who found $\alpha = 0.89$ in measuring social media usage patterns among adolescents, Nurhabibah dan Farid (2025) who achieved $\alpha = 0.87$ in measuring the shift of information searching to social media by Generation Z, and Ahmad et al. (2024) who found $\alpha = 0.84$. Meanwhile, international studies such as Throuvala et al. (2021) found $\alpha = 0.91$ in measuring problematic social media use in England, and Valkenburg et al. (2022) who achieved $\alpha = 0.89$ in measuring active and passive social media consumption types in the Netherlands. The high reliability of this study demonstrates that the developed instrument is capable of measuring marriage content consumption patterns very consistently and confirms that Indonesian Generation Z has structured social media consumption patterns.

The perception regarding marriage variable shows good reliability value with $\alpha = 0.876$, which is comparable to the study by Maulana and Rinawati (2025) who achieved $\alpha = 0.88$ in measuring the influence of domestic violence information exposure on marriage perception among Indonesian university students, Arifin and Fardiah (2023) with results of $\alpha = 0.85$ for the influence of domestic violence news exposure on social media Ardinigrum and Fatgehipon (2025) who found $\alpha = 0.83$ in measuring perception of the "marriage is scary" phenomenon on TikTok. Meanwhile, international studies such as Wang and Yang (2025) achieved $\alpha = 0.85$ in measuring Chinese Generation Z's perception of marriage information in online media, and Kislev and Marsh (2023) who found $\alpha = 0.83$ in measuring perception of singlehood and marriage in Germany. This reliability consistency strengthens the argument that the "fear of marriage" narrative prevalent on social media has shaped perceptions among Generation Z. This is in line with the findings of Ardinigrum and Fatgehipon (2025) who explain that content highlighting fear of marriage commitment creates a snowball effect on negative perceptions of the institution of marriage.

The lowest yet still valid reliability value for the marriage preference variable $\alpha = 0.782$ reflects the more personal nature of marriage decisions. This result is consistent with the study by Wang dan Yang (2025) who found a reliability value of $\alpha = 0.79$ in measuring marriage intention among Generation Z in China, as well as the study by Rahmawati et al. (2025) with $\alpha = 0.76$ in measuring academic behavioral preferences of Generation Z which are also influenced by social media validation. Meanwhile, Kislev dan Marsh (2023) obtained a value of $\alpha = 0.81$ for the relationship status preference scale among singles in Germany. The relatively higher variability in this variable indicates that although social media influences perception, the decision to marry still involves broader considerations such as economic readiness, education level, religiosity, family cultural values, and other personal conditions. This is in line with the findings of Riska and Khasanah (2023) who explain that the phenomenon of marriage postponement among Generation Z is influenced by content relevance factors and multidimensional readiness, not solely due to social media exposure.

The uniqueness of this study lies in several aspects that distinguish it from other studies. First, this study integrates the measurement of three main variables (social media exposure, perception of marriage issues, and marriage preference) in one instrument with consistent

reliability values above 0.78 for all variables. Unlike the study by Fikri et al. (2024) which only focused on analyzing the "marriage is scary" trend on TikTok without measuring its impact on marriage preference, or the study by Tirta and Arifin (2025) which used qualitative methods, this study provides measurable quantitative empirical evidence of the systematic relationship between social media consumption and Generation Z's marriage preference in Indonesia. Second, this study specifically examines the context of the "fear of marriage" narrative which has become a distinctive phenomenon on Indonesian social media since 2023-2024, which has not been extensively explored empirically with a quantitative approach in the local cultural context. The study by Wang and Yang (2025) indeed examined a similar topic but in a different Chinese cultural context, while the study by Kislev dan Marsh (2023) focused on the European context with stronger individualistic values.

The connection to the initial phenomenon is also clearly evident from the high reliability of the research instrument. The consistency of respondents' answers across the three variables shows that the "fear of marriage" phenomenon prevalent on social media is not merely a momentary viral trend, but rather an issue consistently perceived by Generation Z, particularly in Bogor City. The high reliability of the exposure variable $\alpha = 0.931$ identifies that exposure to marriage content on social media indeed occurs in a structured and repetitive manner, in accordance with the platform algorithm mechanism of Throuvala et al. (2021) Meanwhile, the good reliability of the perception variable $\alpha = 0.876$ validates that negative issues such as domestic violence, infidelity, and financial burden have indeed formed a dominant narrative that influences the younger generation's perspective on the institution of marriage, as confirmed by the study of Ardiningrum and Fatgehipon (2025) on the snowball effect of negative marriage perception.

This reinforces the urgency of this research in understanding how social media shapes Generation Z's views on the institution of marriage amid the decline in national marriage rates which reached 1.58 million couples in 2024, a significant decrease compared to ten years earlier (Fauziyah 2024). The proven good reliability of the instrument, which is comparable to or even higher than similar studies, demonstrates that this instrument can be relied upon to measure the phenomenon and opens opportunities for more comprehensive follow-up research on Generation Z marriage dynamics in the digital era. Ahmad et al. (2024) also emphasize the importance of understanding Generation Z's relationship dynamics in the context of continuously evolving digital communication. Thus, the questionnaire used in this study is declared reliable, so that the measurement results obtained can be trusted and used for further analysis.

Conclusion

Based on the research results, it can be concluded that social media consumption patterns, perceptions of marriage issues on social media, and Generation Z's preferences regarding marriage are interrelated. Generation Z's social media consumption patterns show the intensity and diversity of access to content discussing marriage. This exposure shapes Generation Z's perceptions of marriage issues, both in terms of readiness, challenges, and the meaning of marriage itself. Furthermore, the perceptions formed are related to Generation Z's preferences

regarding marriage, including tendencies in determining timing, readiness, and views on the institution of marriage. Thus, the three aspects studied together illustrate how social media serves as a space that influences the way Generation Z understands and interprets marriage.

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