

**THE INFLUENCE OF PERCEIVED PERSUASIVENESS OF FAMILY CONTENT AND  
SUBJECTIVE NORMS OF MARRIED LIFE ON THE INTENTION TO MARRY  
AMONG YOUNG ADULTS**

Aisyah Frida Wahab, Nurist Surayya Ulfa

[@sashafrd18@gmail.com](mailto:sashafrd18@gmail.com)

**Program Studi Ilmu Komunikasi**

**Fakultas Ilmu Sosial dan Ilmu Politik Universitas Diponegoro**

**Jl. Prof. Soedarto, SH, Tembalang, Semarang Kotak Pos 1269 Telepon (024) 746407 Faksimile (024)**

**746504 Laman: <https://fisip.undip.ac.id> / Email: [fisip@undip.ac.id](mailto:fisip@undip.ac.id)**

**ABSTRACT**

*The decline in marriage rates in Indonesia has raised questions about the intention to marry among young adults. This study aims to examine the influence of perceived family content persuasion and subjective norms about marital life on the intention to marry among young adults, using the Theory of Planned Behavior as the theoretical framework. A quantitative approach was employed, with perceived family content persuasion (X1) and subjective norms about marriage life (X2) as independent variables, and the intention to marry among young adults (Y) as the dependent variable. Data were collected through non-probability sampling from 100 respondents aged 18–25 years, and analyzed using simple linear regression. The findings indicate that perceived family content persuasion (X1) and subjective norms about marital life (X2) significantly and positively influence the formation of marriage intentions among young adults in Indonesia. Perception of family related content has a moderate effect, while subjective norms have a stronger influence in fostering marriage intentions. These results highlight the importance of communication through media and social norms as effective tools in shaping marriage intentions. In the Indonesian cultural context, family values conveyed through content and societal expectations play a key role in strengthening positive views on marriage and encouraging the intention to marry.*

**Keywords: marriage intention, young adults, subjective norms, social media influencer, family content.**

**ABSTRAK**

Penurunan tingkat pernikahan di Indonesia telah menimbulkan pertanyaan mengenai niat menikah pada kalangan dewasa muda. Penelitian ini bertujuan untuk mengkaji pengaruh persepsi persuasi konten keluarga dan norma subjektif tentang kehidupan pernikahan terhadap niat menikah di kalangan dewasa muda, dengan menggunakan Theory of Planned Behavior sebagai

kerangka teoritis. Pendekatan kuantitatif digunakan, dengan persepsi persuasi konten keluarga (X1) dan norma subjektif tentang kehidupan pernikahan (X2) sebagai variabel independen, serta niat menikah di kalangan dewasa muda (Y) sebagai variabel dependen. Data dikumpulkan melalui metode non-probability sampling dari 100 responden berusia 18–25 tahun. Analisis data dilakukan menggunakan regresi linier sederhana. Hasil penelitian menunjukkan bahwa persepsi persuasi konten keluarga (X1) dan norma subjektif tentang kehidupan pernikahan (X2) secara signifikan dan positif mempengaruhi terbentuknya intensi untuk menikah di kalangan dewasa muda di Indonesia. Persepsi terhadap konten keluarga memiliki pengaruh yang bersifat sedang, sedangkan norma subjektif menunjukkan pengaruh yang lebih kuat dalam membangun intensi menikah. Temuan ini menegaskan pentingnya komunikasi melalui media dan norma sosial sebagai alat yang efektif dalam membentuk intensi menikah. Dalam konteks budaya Indonesia, nilai-nilai keluarga yang ditanamkan melalui konten dan harapan sosial menjadi faktor kunci yang memperkuat pandangan positif terhadap pernikahan dan mendorong intensi untuk menikah

**Kata Kunci: niat untuk menikah, kalangan dewasa muda, norma subjektif, influencer media sosial, konten keluarga.**

## **BACKGROUND**

Marriage rates in Indonesia have significantly declined, with the 2023 figure of 1.58 million marriages marking a 7.51% drop from 2022 and the lowest in a decade. Historically, marriage was nearly universal in Indonesia, with early marriages being common until the mid-20th century. However, shifts in marriage patterns over the past 25 years reflect societal and economic transformations. For instance, the proportion of women aged 15 to 19 who were married dropped from 37% in 1971 to less than 10% by 2003, signaling a growing delay in marriage and an increase in the number of individuals remaining single into their 30s, particularly in urban areas like Jakarta. Despite modernization and rising individualism, marriage remains culturally

valued in Indonesia, with social pressures persisting for individuals to marry within a socially acceptable timeframe. Yet, the decision to delay or forego marriage is becoming more common, aligning with global trends.

Simultaneously, the widespread use of social media—engaging approximately 150 million Indonesians or 56% of the population—has introduced a new cultural phenomenon. Family influencers, a growing category of social media personalities, portray idealized versions of family life and marriage through curated, emotionally engaging content. These influencers resonate with their audience by presenting aspirational lifestyles that emphasize authenticity, relatability, and a sense of community. Platforms such as YouTube

showcase this trend, with family vloggers like Atta Halilintar leading as Indonesia's most-followed YouTuber.

This digital portrayal of happy marriages and family life contrasts with

## **RESEARCH OBJECTIVE**

The objective of this study is to examine whether exposure to family lifestyle content and subjective norms about married life influence young adults aged 18-25 in their intention to marry.

## **THEORETICAL FRAMEWORK**

### **Theory of Planned Behaviour**

The Theory of Planned Behavior (TPB) provides a framework to understand how attitudes, subjective norms, and perceived behavioral control influence individuals' intentions and subsequent behavior (Armitage & Conner, 1999). In the context of marriage, attitudes reflect personal evaluations of marriage, subjective norms represent perceived social pressure to marry, and perceived behavioral control relates to the ease or difficulty of marrying, shaped by factors like financial stability, emotional readiness, and relationship skills (Thomson et al., 2012).

Subjective norms, a key TPB component, involve normative beliefs (what significant

declining marriage rates, illustrating the dual forces of shifting traditional norms and the aspirational influence of social media on Indonesian society.

others think) and motivation to comply (willingness to align with these expectations), making them a powerful influence on marriage intentions, especially in collectivist cultures like Indonesia (Jebarajakirthy et al., 2017; Xie & Hong, 2022). While some studies suggest subjective norms have limited predictive power for intentions (Armitage & Conner, 2001), their role is notable in shaping young adults' decisions about marriage.

This framework is relevant for exploring how persuasive family content on social media influences young adults' marriage intentions. Such content may affect perceived behavioral control by presenting idealized images of readiness for marriage, thus shaping individuals' sense of preparedness and autonomy in making this significant life decision.

## **HYPOTHESIS**

1. **H1:** There is positive influence of perceived persuasiveness of family

contents towards the intention to get married among young adults

2. H2: There is a positive influence of subjective norms of married life towards the intention to get married among young adults

## RESEARCH METHOD

This study employed a quantitative approach to investigate the relationship between variables influencing young adults' intention to marry in Indonesia. The population included individuals aged 18-25 who interacted with family influencers on social media. Using purposive and accidental sampling, a minimum of 100 respondents was targeted, ensuring representation across genders and geographic locations. Data collection relied on structured questionnaires, with both primary data from respondents and supplementary secondary data.

The study utilized a simple linear regression analysis to examine the influence of two independent variables perceived persuasiveness of family content (X1) and subjective norms of married life (X2) on the dependent variable, intention to marry (Y). Instrument validity was tested by comparing

the R-value to the critical R table value at an alpha level of 0.05, and reliability was confirmed if Cronbach's alpha exceeded 0.60. Findings were presented in descriptive tables to ensure clarity and consistency.

## RESULTS AND DISCUSSION

### **The Influence of Perceived Persuasiveness of Family Content on The Intention to Marry among Young Adults**

This study reveals a significant positive influence of the perceived persuasiveness of family content (X1) on young adults' intention to marry (Y), with the coefficient of determination ( $R^2$ ) at 28.6%. This indicates that family content explains 28.6% of the variance in marriage intentions.

Aligned with the Theory of Planned Behavior (TPB), this influence reflects perceived behavioral control, where persuasive family content fosters a belief that achieving a similar lifestyle is attainable, encouraging positive intentions toward marriage. Unlike prior research by Odejide, which found negative impacts of celebrity marriages on social media, this study highlights the positive role of family-oriented content. By portraying idealized family life, such as emotional support and shared experiences, this content

inspires young adults and reinforces the desirability of marriage.

### **The Influence of Subjective Norms of Married Life on The Intention to Marry among Young Adults**

This study finds that subjective norms surrounding married life (X2) have a significant positive influence on young adults' intention to marry (Y), with a coefficient of determination ( $R^2$ ) of 42%, indicating that subjective norms explain 42% of the variance in marriage intentions.

Aligned with Ajzen's Theory of Planned Behavior (TPB), subjective norms reflect the social pressures exerted by influential individuals, such as family and friends, which shape behavioral intentions. Young adults are more likely to consider marriage when they perceive approval or expectations from their close social circle, driven by cultural norms that uphold marriage as a desirable milestone.

These findings are consistent with previous research, such as Xei and Hong's (2022) study on Chinese college students and Park's (2016) study on family values and social support, both of which highlight the significant role of subjective norms in shaping marriage intentions. The current

study reinforces the continued influence of family, friends, and societal expectations on young adults' attitudes toward marriage.

### **CONCLUSION**

1. The study finds that the perceived persuasiveness of family content (X1) significantly and positively influences young adults' intention to marry (Y). Family content, such as that shared by influencers, shapes perceptions by portraying idealized, joyful family life, encouraging young adults to adopt similar aspirations toward marriage. This highlights the role of media communication in influencing social attitudes and personal decisions. The findings demonstrate how mediated messages, through relatable and aspirational content, bridge societal ideals with individual intentions, aligning with communication theories like cultivation and social learning.
2. The study finds that subjective norms (X2) have a significant, high-level influence on young adults' intention to marry, driven by support from family, friends, and societal

expectations. In communication, this highlights how interpersonal interactions and cultural narratives shape social behavior and individual decisions. It underscores the role of communication networks in reinforcing shared values and aligning personal intentions with societal norms, particularly regarding marriage. This finding also aligns with previous research, which shows that informal support from close social circles plays a critical role in shaping individuals' intentions to marry. Such support communicates societal expectations, reinforcing marriage as a normative and desirable choice, further guiding young adults toward adopting similar intentions.

## **RECOMMENDATION**

1. The study's limited sample size of 100 respondents and narrow demographic scope highlight the need for broader future research. Expanding the sample size and including diverse regions—spanning large cities and smaller

towns—could provide a more comprehensive understanding of how cultural, economic, and geographical differences influence young adults' marriage intentions.

2. The findings underline the influence of family-oriented content and subjective norms on young adults' marriage intentions. Practical applications include collaborating with influencers for relatable social media campaigns, organizing workshops to reinforce positive marriage norms, and introducing policies that address economic and work-life challenges. These initiatives can leverage digital platforms to foster positive attitudes and actionable pathways for promoting marriage among young adults.
3. This study reveals the significant role of family-focused influencer content and subjective norms in shaping marriage

intentions. These insights can inform government or social initiatives, using campaigns that resonate with young adults' perspectives. Aligning with informal support systems, such as family and community networks, can effectively promote marriage intentions and help counter the decline in marriage rates in Indonesia.

## BIBLIOGRAPHY

- An, D., Lee, S., & Woo, H. (2022). Marriage intention among Korean young adults: trends and influencing factors. *International Journal of Environmental Research and Public Health*, 19(14), 8557. <https://doi.org/10.3390/ijerph19148557>
- Ajzen, I. (1991). *The theory of planned behavior*. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Annur, C. M. (2024). Angka Pernikahan Turun Pada 2023, Rekor Terendah Sedekade Terakhir: Databoks. Pusat Data Ekonomi dan Bisnis Indonesia. <https://databoks.katadata.co.id/datapublish/2024/02/29/angka-pernikahan-turun-pada-2023-rekor-terendah-sedekade-terakhir>
- Andaresta, E. (2024, October 7). *Turunnya Angka Pernikahan di Indonesia*. <https://www.kompasiana.com/erlinandrs>
- ta3101/6703b2c034777c6a90658f02/turunya-angka-pernikahan-di-indonesia#google\_vignette
- Buttenheim AM, Nobles J. Ethnic diversity, traditional norms, and marriage behaviour in Indonesia. *Popul Stud (Camb)*. 2009 Nov;63(3):277-94. doi: 10.1080/00324720903137224. PMID: 19851937; PMCID: PMC3052796.
- Dommaraju, P., & Tan, J. (2024). Going against global marriage trends: the declining age at first marriage in Indonesia. *Asian Population Studies*, 20(2), 144-164. <https://doi.org/10.1080/17441730.2023.2193488>
- Editor, N. (2023). Mental health challenges of young adults illuminated in new report. Harvard Graduate School of Education. <https://www.gse.harvard.edu/ideas/news/23/10/mental-health-challenges-young-adults-illuminated-new-report>
- Embracing diverse families could stem South Korea's fertility crisis*. (2024, March 29). East Asia Forum. Retrieved November 19, 2024, from <https://eastasiaforum.org/2024/03/29/embracing-diverse-families-could-stem-south-koreas-fertility-crisis/>
- Finaka, A. W., Syaifullah, A., & Oktari, R. (2024). Mayoritas Anak Muda Indonesia Belum Kawin: Indonesia Baik. <https://indonesiabaik.id/infografis/mayoritas-anak-muda-indonesia-belum-kawin#:~:text=Mayoritas%20Dalam%20Laporan%20Statistik%20Pemuda,kawin%20sebesar%2030%2C61%25>
- George, M. (2023). The rise of family influencers. InfluenceLogic. <https://influencelogic.com/the-rise-of-family-influencers/>
- Guzzo, K. (2008). Marital intentions and the stability of first cohabitations. *Journal of*

- Family Issues, 30(2), 179-205.  
<https://doi.org/10.1177/0192513x08323694>
- Gyasi-Gyamerah, A. (2023). Is cohabitation a prerequisite for marriage?: exploring Ghanaian emerging adults' attitudes and intentions. *Journal of Social and Personal Relationships*, 40(12), 4176-4196.  
<https://doi.org/10.1177/02654075231202927>
- Himawan, K. K., Bambling, M., & Edirippulige, S. (2017). Modernization and singlehood in Indonesia: Psychological and social impacts. *Kasetsart Journal of Social Sciences*. singles is not as great as in neighboring countries such as  
<https://doi.org/10.1016/j.kjss.2017.09.008>
- Himawan, K., Bambling, M., & Edirippulige, S. (2018). What does it mean to be single in Indonesia? religiosity, social stigma, and marital status among never-married Indonesian adults. *Sage Open*, 8(3), 215824401880313.  
<https://doi.org/10.1177/2158244018803132>
- Hull, T. H. (2003). Demographic perspectives on the future of the Indonesian family. *Journal of Population Research*, 20(1), 51-66.  
<https://doi.org/10.1007/BF03031795>
- Indonesia's growing population falls out of love with marriage. *vietnamnews.vn*. (2024, April 10).  
<https://vietnamnews.vn/life-style/1653629/indonesia-s-growing-population-falls-out-of-love-with-marriage.html>
- id - Angka Pernikahan di Indonesia Menurun, Kok Bisa?* (2024, October 5). RRI. Retrieved November 19, 2024, from  
<https://rri.co.id/lain-lain/1025174/angka-pernikahan-di-indonesia-menurun-kok-bisa>
- Jones, G. W. (2005). The "Flight From Marriage" in South-East and East Asia. *Journal of Comparative Family Studies*, 36.  
<https://doi.org/10.3138/jcfs.36.1.93>
- Koçak, A., & Mouratidis, T. (2024, January). When Are You Going to Marry? Intention to Marry through the Lens of Theory of Planned Behavior and Self-Regulatory Focus. *Turkish Psychological Counseling and Guidance Journal*, 14, 49.  
[10.17066/tpdrd.1251530\\_4](https://doi.org/10.17066/tpdrd.1251530_4)
- Kurniawan, F. (2019). Konten Paling Populer di YouTube Indonesia: Vlog Keluarga. *tirto.id*.  
<https://tirto.id/konten-paling-populer-di-youtube-indonesia-vlog-keluarga-edwU>
- Lianda, T. and Himawan, K. (2022). A source of hope whilst in waiting: the contributions of religiosity to the psychological well-being of involuntarily single women. *Anima Indonesian Psychological Journal*, 37(2), 244-267.  
<https://doi.org/10.24123/aipj.v37i2.5029>
- Marriage Rate In Indonesia Drops, 2035 Demographic Bonuses Are Also Threatened*. (n.d.). VOI. Retrieved November 19, 2024, from  
[https://voi.id/en/bernas/365312#google\\_vignette](https://voi.id/en/bernas/365312#google_vignette)
- Nisa, E. (2016). Marriage Practices: Indonesia. *Encyclopedia of Women and Islamic Cultures*.  
[https://doi.org/10.1163/1872-5309\\_ewic\\_COM\\_002088](https://doi.org/10.1163/1872-5309_ewic_COM_002088)
- Nobles J, Bутtenheim A. Marriage and Socioeconomic Change in Contemporary Indonesia. *J Marriage*



Fam. 2008 Nov;70(4):904-918. doi:  
10.1111/j.1741-3737.2008.00535.x.  
PMID: 26336321; PMID:  
PMC4553690.

05/marriage-trends-in-indonesia-are-dec  
lining-heres-what-ipb-universitys-family  
-expert-says/

- Pratama, A. (2024). Indonesia's Social Media Landscape: Youtube, Instagram, and LinkedIn. *COMPEDIART*, 1(1), 1-12.
- Promoty. (2024). Influencers in Indonesia: Top 10 on Instagram and TikTok. <https://promoty.io/influencers-in-indonesia/>
- Riany, Y. E., Meredith, P., & Cuskelly, M. (2017). Understanding the Influence of Traditional Cultural Values on Indonesian Parenting. *Marriage & Family Review*, 53(3), 207–226. <https://doi.org/10.1080/01494929.2016.1157561>
- Rinaldo, R. (2018). Obedience and authority among muslim couples: negotiating gendered religious scripts in contemporary indonesia. *Sociology of Religion*, 80(3), 323-349. <https://doi.org/10.1093/socrel/sry045>
- Rz, F. (2024). Marriage trends in Indonesia are declining, here's what IPB University's family expert says. *Marriage Trends in Indonesia are Declining, Here's What IPB University's Family Expert Says* -. <https://www.ipb.ac.id/news/index/2024/>