The Impact of Facebook on Early Marriage in Borok Toyang Village, West Sakra District, East Lombok Regency

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Article Info	Abstract
	The purpose of this study is to determine the impact of Facebook social media on early marriage in Borok Toyang Village, Sakra Barat District, East Lombok Regency. This study was conducted with a qualitative approach through a case study method. The data used in this study are primary data and secondary data with the research subjects being children who married early in the last one and a half years (2024-2025). Informants in this study were the Head of Borok Toyang Village, an Expert in Sociology, and the East Lombok Ministry of Communication and Information. The data collection technique in this study used the qualitative data analysis technique of the Miles and Humberman model with three stages: data reduction, data presentation and drawing conclusions/verification. The results of the study show that: There are impacts of Facebook social media that are often accessed by early childhood such as romantic content, wedding content, Korean dramas, traditional and cultural entertainment, to adult content that arouses high curiosity, addiction, and a high desire to do it in the real world so that children decide to marry early as a form of escape.

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1. INTRODUCTION

In the rapidly developing digital era, social media has become an inseparable part of people's daily lives. As a global network, social media enables communication between regions around the world, serving as a limitless source of information that can be accessed at any time (Ahmadi, 2020). Social media, as an information and communication technology, has brought about major changes in communication patterns and influenced forms of social interaction. This advancement in social media has also significantly changed the way people communicate, build relationships, and obtain information. It is often used by the public, especially teenagers, as a means of entertainment and finding friends, as well as a source to obtain and explore information broadly without limits (Lestari et al., 2023). Social media, especially Facebook, as one of the largest social media platforms, plays a significant role in shaping social behavior in the lives of teenagers (Dewi, 2023).

Facebook is a social media platform that allows users to communicate and interact with various groups from all over the world (Mariskhana, 2018). Besides serving as a messaging platform, Facebook also allows users to create personal profiles, add friends, update their statuses, share various content, and make video calls. *(video call)* (Farid, 2023). According

to (Nailun Izzati Wahdah, 2016) Facebook social media makes it easy for its users to access the intensity of interactions presented by Facebook, one of which is the emergence of excessive emotional closeness with the opposite sex which can ultimately trigger the decision to marry. This is reinforced by the opinion of (Mubaroq & Hidayati, 2022) who said that the rise of early marriage or romantic relationships that are popular on Facebook social media, so that children in villages are influenced to follow this trend in order to gain recognition or social acceptance.

Early marriage is a marriage that occurs under age where physical, mental, and material preparation is not fully optimal because children who enter into early marriage are considered not to have adequate physical, mental, and material readiness to live married life (Rumekti & Pinasti, 2016). According to (Indrianingsih, 2020) early marriage is a marriage carried out legally by men or women under the age of 19 and do not have the readiness and maturity, so they have the potential to face various risks or significant impacts. This significant impact can affect health, especially during the childbirth process. In addition, the high use of social media Facebook can influence children's behavior to decide to marry early, one of which is a village in East Lombok Regency which has a population of early childhood who decided to marry at a young age in Borok Toyang village.

Based on preliminary observations on December 1, 2024, researchers conducted temporary interviews in Borok Toyang village, East Lombok district, and found that most children spend most of their time using their mobile phones to access Facebook. This intense use exposes children to a variety of content, including trends in romantic relationships and early marriages frequently displayed on the platform. This encourages children to imitate and adopt these practices as a lifestyle considered normal and a means of seeking social recognition within their community. This issue suggests that high Facebook usage contributes to children's decisions to marry early without careful consideration of their mental, physical, or socioeconomic readiness.

Thus, the researcher is interested in further and in-depth study regarding "The Impact of Facebook Social Media on Early Marriage in Borok Toyang Village, Sakra Barat District, East Lombok Regency".

2. RESEARCH METHODS

This study uses a qualitative approach because this study will describe naturally or as it is about family parenting patterns and Facebook social media towards early marriage. This is in accordance with the opinion (Moleong, 2015) that qualitative research aims to understand the phenomena experienced by research subjects such as, actors, perceptions, motivations, actions and other aspects in a comprehensive manner, with the method used is a case study type because the researcher will interact directly with the community being studied. A case study is a series of scientific activities carried out intensively, in detail and in depth on a program, event, or activity at the individual, group, institutional, or organizational level in order to gain a deep understanding of the event (Hidayat, 2019).

The data types used are primary and secondary. Primary data is data obtained directly by the researcher, such as conversations or notes from interviews and observations. Secondary data, on the other hand, is data obtained not directly from primary sources but from presentations from other parties, such as relevant articles and journals related to social media of *Facebook* against early marriage.

Data sources are taken from research subjects and research informants determined using techniques of *purposive sampling* Therefore, the selected subjects were children who married early in the last year and a half (2024-2025). The research informants were the Head of Borok Toyang Village, a Sociology Expert, and the East Lombok Communication

and Information Technology (Kominfo). Data were collected through semi-structured interviews, direct or covert observation, and documentation. Data validity was assessed using source triangulation, technical triangulation, and time triangulation. The data analysis technique used the Miles and Humberman qualitative analysis model, which includes three stages: data reduction, data presentation, and conclusion drawing/*verification.*

3. RESULTS AND DISCUSSION
3.1 The Impact of Facebook on Early Marriage

This study found that Facebook has an impact on early marriage, encouraging the desire to marry due to frequent access to Facebook content. This is as evidenced by an interview with one of the research subjects, who stated, "We frequently access social media, especially Facebook, every day."

Due to the high frequency of accessing and consuming various types of shows and posts displayed on the Facebook platform, such as romantic films that depict a happy love life, photos of couples who are bucin (love slaves), wedding content that shows sacred processions and lively parties, bridal makeup content that attracts attention to Korean dramas (drakor) that usually present a storyline full of touching love stories. In addition, various contents related to regional customs and cultures that are accessed by early childhood such as, kecimol, gendang beleq and ale-ale also have their own influence because with the frequency of early childhood seeing traditional content related to the wedding, motivation arises in them to get married soon so they can experience firsthand the festive atmosphere as they see on social media. As explained by subject 4 that;

"Often, content like married people getting make-up in romantic films, if I see people getting make-up, I also want to be like them, that's why I got married. When I got married, that's also the MUA I hired, that's always what came up on my homepage, that's why I was interested. The positive impact I felt was that I wanted to be like them, that's why I got married."

Subject 4's explanation provides insight into the fact that young children frequently access various content circulating on their Facebook homepages. They also access content related to customs and culture, as explained by subjects 6 and 7:

"Every day, I see content like kecimol, gendang beleq, ale-ale of people wearing make-up, content about people who are crazy about love, and more, because that's what appears on my homepage."

Furthermore, young children often inadvertently watch adult content, such as kissing, although it's not overly graphic, but it still triggers intense curiosity and uncontrollable desires, which often appear on their Facebook feeds or on features like Reels and other video features. This is further reinforced by an interview with Subject 1, who stated:

"Often, because the same things always come out, so my feelings are also ordinary when I see it and I am interested and excited to watch it. As a result, I often postpone praying, get addicted, excited and want to do it, that's why I decided to get married early.

The more children access it, the greater the possibility that they will easily encounter adult content. Without having to specifically search for it, children can easily be exposed to adult content simply through browsing the homepage or the search feature. As explained by subjects 7 and 8, "It often appears on Facebook without me looking for it, so I like watching it and can become addicted to Facebook because there is so

much content available."

This can cause young children to become emotional or carried away by their emotions, develop interest, develop excessive motivation, and even arouse emotional and sexual arousal after watching the show, ultimately leading to their decision to marry at an early age, as explained by subject 2:

"Because that's all that comes out, I have the opportunity to learn more about the content, so I like watching it and it can arouse passion, make me feel emotional, and a strong desire arises after that.

watching it made me want to do it and I decided to get married."

Subject 5 expressed a similar sentiment, saying: "In fact, I still like trending content on Facebook, such as people getting married, romantic films, and photos of people being in love with their boyfriends, which makes me emotional. That's what's on my FYP page, so I want to be like them, that's why I decided to get married."

Thus, the positive impact experienced by young children after watching this content is that they can gain new information about what they've seen, such as learning about various things related to marriage, culture, bridal makeup, and romantic stories that they may not have previously seen directly. This is based on interviews with all subjects, which showed:

"The positive impact I felt was that I was able to find out new information after watching the various content that I had accessed."

However, the negative impact is that young children often delay prayer and become indecisive, as most children want to try and imitate what they see in the content. This leads them to feel compelled to do the things depicted in the content, leading to early marriage as a way to do so. Because young children believe that marriage can protect them from sinful acts, their persistent curiosity when viewing romantic and adult content creates a strong urge to try these practices in real life. Furthermore, a shallow understanding of religion leads some children to believe that early marriage is the best way to avoid adultery. This belief further strengthens the decision of young children to marry early, despite not being sufficiently prepared for married life.

3.2 Discussion

Regarding the impact of Facebook social media usage as mentioned above, this is in accordance with the opinion. (Rambe & Tampubolon, 2022) stated that social media such as Facebook has an influence on adolescents' decisions to marry at an early age, due to the strong influence of social media content that portrays young marriage in an ideal and romantic manner. The higher the level of social media access by adolescents, the greater the likelihood of being exposed to content that encourages the desire to marry young. In line with the opinion of (M. P. Lestari, 2019) who stated that Facebook social media often displays various romantic content such as short films and videos of young couples that show a seemingly harmonious and happy married life. This opinion is further clarified by (Akbar, 2019) who stated that the abundance of content presented on social media, both Facebook and other social media, so that adolescents are easily influenced and easily follow what is presented in the content, whether it is positive or negative.

Furthermore, regarding adult content accessed by young children, as stated above, according to Pamungkas & Sumardjijati (2024), social media such as Facebook can influence adolescents' understanding and behavior as the primary means of obtaining information about adult or sexual content for personal satisfaction that triggers curiosity. The more intense adolescents are in accessing social media, the greater the feeling of addiction and desire to seek information about sexual or adult content, especially when family communication is not well established. This statement is also supported by Woran et al. (2021), who argue that the high use of social media among adolescents can open up opportunities for abuse, such as accessing pornographic or adult content, which then becomes a driving factor for early marriage. This opinion is further clarified by Musa Farid Th et al. (2024), who argue that the ease with which young children can access adult or pornographic content, which they often watch through Facebook, has the potential to cause negative impacts. Indecent content that often appears on the

homepage without being intentionally sought, thus triggering curiosity, arousing desire, and risking influencing children's behavior and decisions to marry at an early age without psychological or emotional readiness. One of the negative impacts of Facebook social media use on teenagers is that it becomes a means of spreading pornographic photos and videos, the distribution of this adult content is usually done through certain groups or shared freely by other users so that teenagers can easily access it, as a result, early marriage is often seen as an instant solution to channel the urge to desire from exposure to pornographic content on Facebook (Roslin et al., 2022).

4. CONCLUSION

There are impacts of Facebook social media on early marriage in Borok Toyang village, Sakra Barat sub-district, East Lombok regency, including the following: every day children use Facebook social media to access romantic film content, wedding content, cultural and traditional entertainment and adult content that often appears on other Facebook homepages. This makes early childhood feel baper, interested, motivated, arouses passion, influences curiosity and the emergence of high desires, so that the positive impact felt after watching these contents is that children get new information about what has been watched while the negative impact of early childhood says, often delays prayer, is indecisive, makes addiction, raises the desire to do it, and arouses a very strong passion after watching adult content because children want to try it like in the content, so children decide to marry early as one way to be able to do it.

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