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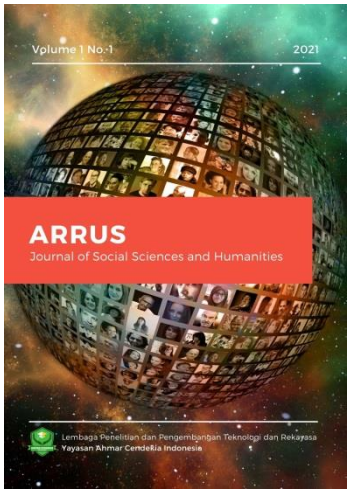

RESEARCH ARTICLE

Persuasive Communication Strategy in Preventing Child Marriage through the Marriage Age Maturation Program in Sirau Village, Purbalingga Regency

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Abstract: The purpose of this study is to persuasive communication strategy in preventing child marriage through the marriage age maturation program. This research is qualitative research that used the constructivism paradigm. The research was located in Sirau Village, Karangmoncol District, Purbalingga Regency. The selected unit of analysis is the implementation of the Marriage Age Maturation (PUP) program in Sirau Village, Purbalingga Regency. There are two types of data used in this research, namely primary data and secondary data. The primary data used are the results of observations and in-depth interviews. Secondary data from this research were obtained through library research and literature relevant to the research. The persuasive communication strategy carried out by BKKBN through the Marriage Age Maturation (PUP) program can be seen from activity groups in the form of Youth Family Development (BKR) and the Youth Counseling Information Center (PIK-R), Qualified Family Planning (PKB) instructors through clear message and creative media.

Keywords: Marriage Age Maturation, Persuasif Communication, Preventing Child Marriage,

1. INTRODUCTION

Sirau Village is one of the outermost villages in the Purbalingga Regency area, which borders Pemalang Regency to the east. Sirau Village is one of the villages that has a fairly high rate of child marriage in this area. Data from the Advisory, Development and Preservation Agency for Marriage (BP4) Karangmoncol District in January to July 2023 2023 shows that there were 27 marriages recorded in Sirau Village. Eleven men married under the age of 25 years and twenty women married under the age of 21 years. Meanwhile, based on directions from the National Population and Family Planning Agency (BKKBN), it is stated that the ideal age for marriage is at a mature age, that is at a minimum age of 21 years for women and 25 years for men.

Based on the results of the 2021 Family Data Collection carried out by the National Population and Family Planning Agency (BKKBN), of the eleven villages in the Karangmoncol District area, Sirau Village has the highest number of women married at the age of less than 19 years, by 662 people with a percentage of 63.90 %. Likewise, according to the criteria for men who married at the age of less than 25 years, Sirau Village had the highest percentage in Karangmoncol District, namely 723 people with a percentage of 69.79%.

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Data on the number of PUS according to age at first marriage shows that Sirau Village has the highest rate of child marriage in the Karangmoncol District area. The high rate of child marriage in Sirau Village is of course inversely proportional to the direction from President Joko Widodo which targets a reduction in the rate of child marriage by 2024. The national scale in the National Medium Term Development Plan (RPJMN) 2020-2024 and the Sustainable Development Goals (SDGs) stipulate target to reduce child marriage rates from 11.2% in 2018 to 8.74% in 2024 (Kemen PPPA, 2023). The existence of these development targets and goals makes efforts in strategies to prevent child marriage an important thing to do.

The low level of education of parents and teenagers is considered to be one of the main reasons for the high rate of child marriage for teenagers in Sirau village. Data from the Central Statistics Agency for 2023 shows that of the 5.466 residents in Sirau Village, 2.486 or more than 45% of Sirau residents only have education up to elementary school/equivalent level. This is due to its location, which is one of the outermost villages in the Purbalingga Regency area, which means that access to the sub-district town is quite far, approximately 20 km with a winding road route and there is no transportation available to the sub-district town. The low level of education is also reinforced by the growing opinion in society that women do not need to be highly educated, because they will only take care of their children at home (Kamantya et al., 2021).

Apart from education, economic factors are also one of the causes of the high rate of child marriage in Sirau Village. The majority of people who work as farmers and Glagah broom craftsmen only depend on the Glagah broom industry. The Glagah broom craftsmen earn weekly income or costs, which depend on the number of Glagah brooms produced each day. People think that marrying off children as early as possible can reduce the economic burden on the family because they assume that the child is no longer the responsibility of the parents once they are married.

Child marriage in the village is also caused by parents who feel embarrassed if their child is a girl and is not married because they think their child is not marketable (Anwar & Ernawati, 2017). Harsoyo & Rahmad Purwanto Widyastomo (2022) found the fact that several parents wanted to immediately marry off their teenage children because they were afraid that their daughters would get pregnant first or what is known as unwanted pregnancy (KTD) as a result of promiscuity. The results of the author's preliminary study also show that there is also developing a kind of tradition for some parents who consider children as a source of income when they are married off in Sirau Village.

Several justifications for religious views are also one of the factors causing the high rate of child marriage. These religious views include the opinion that marriage prevents adultery, and marriage is sunnah, so it should not be hindered. Obeying religion is more important than obeying government regulations, and also marriage is a form of worship that must be hastened (Judiasih, et al., 2018). These religious views develop in society and become a guide to life for most parents.

Female psychologist namely Alissa Wahid on June 16 2020 in the Prevention of Child Marriage seminar stated that child marriage carries the risk of causing various problems at the personal level, such as personal immaturity, life skills, lack of ability to care for children, dropping out of education, and loss of personal potential. Child marriage also has a special impact on women, causing potential loss, reproductive health problems, a higher risk of death during childbirth, social burdens, and also allows for gender-based violence. At the community level, child marriage is at risk of causing various problems, such as poverty, domestic violence (KDRT), conflict, family destruction, and a decline in the quality of the population. Furthermore, at the country level, early marriage causes a low Human Development Index, poverty problems, low quality of citizens, public health problems, low education levels, stunting problems, and so on.

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The various negative impacts arising from child marriage have led to the need for prevention efforts so that the number of child marriages in Sirau Village continues to decrease. One effort that can be made to prevent the high rate of child marriage in Sirau Village is through the Marriage Age Maturation (PUP) program. This program becomes one of the government's efforts through the National Population and Family Planning Agency (BKKBN) to reduce the high rate of child marriage in Indonesia. Besides, this program is implemented to the village level through the role of Family Planning Counselors.

The PUP program implemented by Family Planning Counselors is a form of persuasive communication activity, which aims to provide information and education to the public about the impacts and risks of the practice of child marriage. Persuasive communication in the PUP program is carried out with the aim of providing information and understanding to the public, especially teenagers, so that they have awareness of the importance of increasing the marriage age in accordance with the minimum limit set by the BKKBN.

Persuasive communication can be interpreted as a communication effort that has the aim of changing other people's attitudes or opinions. According to the Communication Sciences Dictionary (Rakhmat, 2018), persuasive communication is said to be a process that aims to influence people's opinions, attitudes and actions using psychological manipulation so that the person acts according to their own will. Mulyana (2017) states that persuasive communication is a form of instrumental function, namely a function that has the aim of informing, teaching, encouraging, changing attitudes or beliefs. Meanwhile, Hendri (2019) states that the aim of persuasive communication is to influence the attitudes, opinions or behavior of the audience.

This research is important for analyzing the Marriage Age Preparation (PUP) program as an effort to prevent child marriage. This PUP program is carried out to provide information and education to the public, especially teenagers, so that they have awareness of increasing the age at first marriage, so that the minimum age for women at marriage is 21 years, while the minimum age for men to marry is 25 years. This age limit is considered appropriate in terms of health and emotional development to face family life. It is expected that every couple or prospective bride and groom at that age will be physically and mentally ready to have marriage, including being ready to get pregnant and have children (Aminullah, 2012).

2. Research Method and Materials

This research is qualitative research that used the constructivism paradigm, which assumed humans as individuals who are free and active in constructing their social reality (Tamburian et al., 2020). Social reality is the result of social construction, in this paradigm, truth is relative and cannot be generalized. Based on this description, the constructivist paradigm in this research is used to explain that a social action has a different meaning for each person as well as the persuasive communication that will be used.

The research was located in Sirau Village, Karangmoncol District, Purbalingga Regency. The selected unit of analysis is the implementation of the Marriage Age Maturation (PUP) program in Sirau Village, Purbalingga Regency.

There are two types of data used in this research, namely primary data and secondary data. The primary data used are the results of observations and in-depth interviews. Secondary data from this research were obtained through library research and literature relevant to the research. Additional secondary data was gathered from the annual report on family planning at DINSOSDALDUKKBP3A in Purbalingga Regency, population data for Sirau Village, and data from the Karangmoncol District Religious Affairs Office, Purbalingga Regency. The technique used for selecting informants was purposive sampling.

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3. Result and Discussion

3.1. *Obstacles in Implementing the Marriage Age Maturation Program in Sirau Village, Purbalingga Regency*

3.1.1. *Geographical Location*

The geographical location of a region is one of the factors inhibiting the progress of society. It can be said that the less distance an area has to the city center, the more advanced the region will be and conversely, the more distance an area has to the city center, the more backward it will be. It cannot be denied that Sirau Village, which is far from the city center, will make various difficult community movements or mobilization. Based on the results of research conducted by Rahmatia (2021) entitled "The Performance of Population Control and Family Planning Service in Bone Regency", distance is one of the inhibiting factors in implementing the Marriage Age Maturation (PUP) program. The wider the distance in an area, the more difficult it will be to reach the entire target. Furthermore, distance is also an obstacle to the lack of interaction and communication with city residents. According to data from the Central Statistics Agency (BPS) of Purbalingga Regency, Sirau Village, Karangmoncol District, is 20 km to the District Capital and the distance from Sirau Village to the Purbalingga Regency Capital is 44 km. Sirau Village is the village with the furthest distance from the village to the District Capital compared to other villages in Karangmoncol District. Besides, Sirau Village is also the furthest from the Regency Capital. The long distance between Sirau Village and the capital of Karangmoncol District and the capital of Purbalingga Regency is one of the factors hindering the implementation of the Marriage Age Maturation Program (PUP). This can be said as an obstacle because the distance that is too far from the center and make difficult communication in conveying information.

3.1.2. *Level of Education and Patriarchal Culture*

Data from the Central Statistics Agency for 2023 shows that of the 5.466 residents in Sirau Village, 2.486 or more than 45% of Sirau residents only have education up to elementary school/equivalent level. The assumption that girls do not need to go to high school and the perceived fear of their children becoming spinsters is one of the obstacles to implementing the Marriage Age Maturation Program (PUP). This is in line with the results of research by Wahyuningrum Husni Abdul; Ririanty, Mury (2015) that there are parents' concerns that if their children do not get married soon, they will be considered spinsters. In rural areas, there are still many adherents of a patriarchal culture where women are considered to have a lower standard of living than men so that it will be difficult for women to pursue higher education and parents prefer to marry off their daughters after graduating from high school. The patriarchal culture that still exists in Sirau Village makes it more difficult for women to access higher level education and parents prefer to marry off their children to gain economic benefits.

3.1.3. *Donation Tradition*

The majority of the people of Sirau Village still have the thought and mindset that marriage is considered as a business. It is said that because parents who marry their children hope for benefits from the wedding event. In Javanese society, there is the term of "nyumbang". It is a tradition that is still preserved and carried out in rural areas. Donations are made with the aim of helping someone's burden for carrying out a wedding celebration.

The tradition of donating that is still carried out in Sirau Village shows that there is still high solidarity in society. However, on the other hand, it can also become a dependency or expectation that in the future, if their sibling gets married, they will have to make a similar contribution. This becomes such a pending debt and becomes a business field at a wedding event. Not just to help each other but as a reciprocal relationship that must be carried out. If you don't have a reciprocal relationship in "donating" you will get ridiculed. People want what they give to be reciprocated in proportion or even more by the person who received the donation. Close relatives will usually make donations that are much larger in nominal

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terms compared to other people. By holding a wedding party, it is expected that you can get a return on investment and economic benefits.

3.1.4. Low Target Coverage and Limited Quantity of Family Planning Counselors

The target coverage that should be reached is all teenagers and parents who have teenagers in Sirau Village. The target coverage cannot be reached in its entirety due to the large area and location of the Sirau Village area, which is quite difficult to access. Mobilizing or moving people will be difficult as it requires a long time and a lot of energy. The gathering point for the Child Marriage Age Maturation Program activities is usually at the village office, while RTs and RWs that are far away will find it difficult to participate.

The limited quantity of human resources in conveying information from the BKKBN program is a serious obstacle. One extension agent manages five or even six villages, so one extension agent will have a lot of responsibility and burden. The lack of human resources makes the BKKBN program, including the PUP program less than optimal.

3.2. Support in the Implementation of the Marriage Age Maturation Program in Sirau Village, Purbalingga Regency

3.2.1. Self-Help Funding

In the results of this research, it was found that there was a unique thing in Sirau Village, Karangmocol District, Purbalingga Regency, that there were self-help funds to facilitate the activities of the Marriage Age Maturation (PUP) program. Funding for activities carried out independently has a meaning or sign that the community cares or considers the PUP program important to carry out. The Sirau Village community makes independent contributions to be able to carry out these activities. Self-funding and funding from Sirau Village can also be a supporting factor in implementing the Marriage Age Maturation (PUP) program. The existence of self-funding by residents is proof that residents are willing to contribute, meaning that residents consider the PUP program important. The residents of Sirau Village have the opinion that there is a need for a PUP program in the community.

3.2.2. Competency of Family Planning (KB) Instructors

Supporting factors for the implementation of the Marriage Age Maturation (PUP) program in Sirau Village can also be seen in the competency and quality of human resources of a Family Planning (KB) instructor. These instructors are also required to be able to deliver material creatively and not boringly because not monotonous creative delivery will be a special attraction for the community. Even though the quantity of human resources for family planning instructors is still small or even lacking, creative message delivery is one of the supporting factors for implementing the Marriage Age Maturation (PUP) program.

3.2.3. Support from Across Sectors

Support for the implementation of the Marriage Age Maturation (PUP) program includes partnerships or cross-sector collaboration between schools, health centers and KUA. The collaboration that exists will make it easier for the Marriage Age Maturation (PUP) program to be known by teenagers and parents who have teenage children. The more social institutions that voice or convey the Marriage Age Maturation (PUP) program, the more people will know about it. Support from across sectors of course also adds to the synergy of the success of the Marriage Age Maturation (PUP) program, which aims to reduce the number of child marriages in Sirau Village and Purbalingga Regency.

3.3. Persuasive Communication Strategy by BKKBN in Preventing Child Marriage through the Marriage Age Maturation Program in Sirau Village, Purbalingga Regency

3.3.1. Conducting outreach through BKR and PIK-Temaja activity groups

This persuasive communication strategy program can be seen through activity groups in the form of Youth Family Development (BKR) and the Youth Counseling Information Center (PIK-R). The communicator in the persuasive strategy of the Marriage Age Maturation

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(PUP) program is the Family Planning Counselor (PKB). The communicants or recipients of the message are teenagers and parents who have teenagers in Sirau Village, Karangmoncol District, Purbalingga Regency.

The persuasive communication strategy carried out by BKKBN aims to carry out the Bangga Kencana program to create quality families living in a healthy environment, through various activity groups in the community. In Sirau Village, Karangmoncol District, Purbalingga Regency, the Bangga Kencana program has also been running, which is contained in Youth Family Development (BKR) activities and the Youth Information and Counseling Center (PIK-R). The Marriage Age Maturation Program (PUP) was presented at the Activity Group (Poktan) meeting in the Youth Family Development (BKR) and PIK-R groups. Moreover, the Marriage Age Maturation (PUP) program is also delivered by Family Planning (KB) counselors at regular PIK-R meetings.

The Marriage Age Maturation Program (PUP), which is socialized by family planning counselors at Youth Family Development (BKR) group meetings is a form of persuasive communication strategy. Parents who have teenage children after learning about the Marriage Age Maturation (PUP) program are expected to change their views, opinions and thoughts regarding marriage as a business and can reduce the burden on the family.

The Youth Counseling Information Center (PIK-R) is also a basic need for teenagers. It is said that because the existence of PIK-R in Sirau Village can become a forum for teenagers to gather to find out various information about teenagers' needs, especially in terms of reproductive health and preparing for family life. Healthy living for teenagers is important for society because teenagers will be the successors of the Indonesian nation, if teenagers have a healthy lifestyle then the nation's next generation will also be healthy and advanced.

3.3.2. Use of Creative Media

Channels are media or intermediaries used by persuaders or communicators to communicate with someone or several people. Channels or media are one of the factors that support the success of a message and information so that it can be received well and effectively by the communicant or someone who receives the message (Febriansyah, 2021). Channels or media are also said to be the means used by communicators to convey messages. In the persuasive communication strategy carried out by Family Planning Counselors (PKB), the means used are creative media in the form of games and quizzes or questions.

The snakes and ladders and monopoly games carried out at the Youth Counseling Information Center (PIK-R) are not just ordinary games but also contain educational messages. The game can include messages that want to be conveyed, such as messages about the Age of Marriage (PUP). This shows the creativity carried out by Family Planning Counselors (PKB) in Sirau Village. Snakes and ladders and monopoly games can be played together between the communicator and the communicant. So that the socialization activities for the Marriage Age Maturation (PUP) program can be carried out in a fun way without any stressful or boring situations.

3.3.3. Collaborating with cross-sectors and related partners

The communication strategy carried out by BKKN cannot be separated from collaboration with related partners, such as Village Heads, Community Health Centers, KUA, Schools, and Bangga Kencana Cadres. This partnership is intended so that family planning instructors and partners in the field have the same goal of realizing the government's program to reduce the number of child marriages in Indonesia. Support from across sectors is really needed so that they can synergize with each other to accelerate the success of a program that is being implemented.

3.3.4. Improving the competency of Family Planning Counselors

A persuader or communicator is a person or group of people who convey information or ideas to influence the attitudes, opinions, views and behavior of other people according to what the communicator desires. The communicator in the persuasive communication

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strategy carried out by the BKKBN through the Marriage Age Maturation (PUP) program in Sirau Village is the Family Planning Counselor (PKB).
Family planning instructors have the task of preparing plans and implementing work program plans in the field of Family Planning (KB). One of the tasks of Family Planning (KB) instructors is to convey various programs from the government, one of which is the Marriage Age Maturation (PUP) program. To become a family planning instructor, you must have attraction or liability, expertise, and trust or credibility. The meaning of attractiveness here is that a trainer must have an attractive appearance, namely wearing neat and formal clothes. Moreover, instructors must have a pleasant personality and be liked by many people.

Expertise is also something that an instructor must have. This can be defined as knowledge about what the communicator will convey. A family planning instructor must also be very familiar with government programs, especially regarding the Family Development, Population and Family Planning (Bangga Kencana) programs.

3.3.5. Preparing persuasive messages

A message is anything that provides understanding, information, and knowledge to the recipient of the message. These messages conveyed can be in the form of verbal and non-verbal messages. Messages are an important element of persuasive communication. In the persuasive communication strategy carried out by the BKKBN through Family Planning Counselors (PKB) with the Marriage Age Maturation (PUP) program, it is about knowledge of the three reproductive periods. These three reproductive periods are the period of postponing marriage and pregnancy, the period of spacing pregnancies, and the period of preventing pregnancy. It is expected that the message conveyed will reduce the high marriage rate in Sirau Village, Karangmoncol District, Purbalingga Regency. Messages can be conveyed through the learning process carried out by Family Planning Counselors (PKB) to parents who have adolescents and teenagers in Sirau Village.

3.3.6. Monitoring and Evaluation

Family planning instructors utilize collaboration with cadres in terms of feedback. It is a reply to the persuasive communication that has been carried out. In feedback, there are two categories, namely external and internal feedback. External feedback is the reaction or response of the recipient or persuade to the message conveyed. Meanwhile, internal feedback means the persuader's or communicator's reaction or response to the message conveyed. Internal feedback is in the form of correction or evaluation of messages that have already been delivered.

Currently, BKKBN has utilized technology to find out the extent of several activities that have been carried out in each region. Through the SIGA (Family Information System) application, which is a bridge or liaison between cadres, administrators of activity groups or Poktan, and Family Planning Counselors (PKB) with the BKKBN, it will make it easier to evaluate the activities that have been carried out. Cadres at the Sirau Village level will be given training on how to use the SIGA application. Reporting on activities that have been carried out can easily be reported to Family Planning Extension and BKKBN. In the SIGA application, there are several statistical data, such as family planning services, field control, verification and validation of families at risk of stunting, etc. The SIGA (Family Information System) application becomes an internal feedback report.

4. Conclusion

There are several obstacles in implementing the Marriage Age Maturation (PUP) program in Sirau Village, Purbalingga Regency, namely the geographical location of Sirau Village is unfavorable as it is far from the center of the capital of Karangmoncol District and the capital of Purbalingga Regency. The second obstacle is the education level of the Sirau Village community is still relatively low. Third, the understanding of patriarchal culture is still strong, the understanding that marriage is a business through the tradition of giving back and the assumption that marriage is to reduce the economic burden on the family. The

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fourth obstacle is inadequate facilities and infrastructure as well as insufficient financing or funding for carrying out activities. Another obstacle is that parents are busy making it difficult to attend regular Youth Family Development (BKR) meetings. The quantity of human resources for family planning instructors is also still small, one family planning instructor for 5 or even 6 villages. The final obstacle is that the target coverage has not yet been reached due to the large area and the high area of Sirau Village, Purbalingga Regency. There is also support in implementing the Marriage Age Maturation (PUP) program in Sirau Village, Purbalingga Regency, there is self-funding provided by the community. This shows that people are aware or care about the Age 105 Marriage Maturation (PUP) program. The existence of self-help funds carried out in Sirau Village, Karangmoncol District is also unique and different from other research results. The second support is the enthusiasm of parents who had teenage children who attended enthusiastically. However, this enthusiasm is only shared by parents who are active in community activities. Another support is conveying the message that the Marriage Age Maturation Program (PUP) carried out by family planning instructors is interesting and not boring through games and there are quizzes with prizes. Furthermore, collaboration with schools, community health centers, and *Posyandu* makes it easier to convey messages regarding the Marriage Age Maturation (PUP) program. The persuasive communication strategy carried out by BKKBN through the Marriage Age Maturation (PUP) program can be seen from activity groups in the form of Youth Family Development (BKR) and the Youth Counseling Information Center (PIK-R), Qualified Family Planning (PKB) instructors through clear message and creative media. The media used is direct socialization using PowerPoint or games at regular Youth Family Development (BKR) meetings and the Youth Counseling Information Center (PIK-R). The games of snakes and ladders and monopoly inserted into the message of the Marriage Age Maturation (PUP) program are something new in conveying persuasive communication strategies, collaborating with related partners and mobilizing Sirau Village cadres.

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