

ABSTRAK

Penurunan angka pernikahan di Indonesia diiringi dengan rendahnya kesiapan menikah pada dewasa awal, yang salah satunya dipicu oleh tingginya paparan konten negatif tentang pernikahan di media sosial, termasuk fenomena marriage is scary. Penelitian ini bertujuan untuk mengetahui hubungan antara sikap terhadap pernikahan dengan kesiapan menikah pada perempuan dewasa awal pengguna aktif media sosial. Hipotesis yang diajukan adalah terdapat hubungan positif yang signifikan antara sikap terhadap pernikahan dengan kesiapan menikah, yaitu semakin positif sikap terhadap pernikahan maka semakin tinggi kesiapan menikah, dan sebaliknya. Partisipan berjumlah 249 perempuan dewasa awal berusia 18-25 tahun yang belum menikah dan aktif menggunakan media sosial, dipilih dengan teknik purposive sampling. Data dikumpulkan menggunakan Skala Kesiapan Menikah dan Skala Sikap terhadap Pernikahan yang disebarakan secara daring melalui Google Form, dan dianalisis dengan teknik korelasi Pearson Product Moment. Hasil penelitian menunjukkan koefisien korelasi (r_{xy}) sebesar 0,377 dengan nilai signifikansi $p < 0,001$, yang berarti terdapat hubungan positif yang signifikan antara sikap terhadap pernikahan dengan kesiapan menikah, sehingga hipotesis penelitian diterima. Sumbangan efektif sikap terhadap pernikahan terhadap kesiapan menikah sebesar 14,2%, sedangkan 85,8% sisanya dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: *kesiapan menikah, media sosial, perempuan dewasa awal, sikap terhadap pernikahan.*

ABSTRACT

The decline in marriage rates in Indonesia has been accompanied by low marriage readiness among early adults, partly driven by high exposure to negative content about marriage on social media, including the marriage is scary phenomenon. This study aims to examine the relationship between attitude toward marriage and marriage readiness among early adult women who are active social media users. The hypothesis proposed is that there is a significant positive relationship between attitude toward marriage and marriage readiness, meaning that the more positive the attitude toward marriage, the higher the marriage readiness, and vice versa. The participants consisted of 249 unmarried early adult women aged 18-25 years who are active social media users, selected using a purposive sampling technique. Data were collected using the Marriage Readiness Scale and the Attitude Toward Marriage Scale, distributed online via Google Form, and analyzed using the Pearson Product Moment correlation technique. The results showed a correlation coefficient (r_{xy}) of 0.377 with a significance value of $p < 0.001$, indicating a significant positive relationship between attitude toward marriage and marriage readiness among early adult women who are active social media users, thus the research hypothesis was accepted. The effective contribution of attitude toward marriage to marriage readiness was 14.2%, while the remaining 85.8% was influenced by other factors not examined in this study.

Keywords: *attitude toward marriage, early adult women, marriage readiness, social media*