

ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara *Social Media Engagement* dan Kesiapan Menikah pada Generasi Z yang belum menikah dalam masa *emerging adulthood*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode korelasional. Subjek penelitian berjumlah 214 orang generasi Z yang belum menikah dalam usia 18-25 tahun. Pengumpulan data dilakukan menggunakan *Social Media Engagement for Adolescents Scale* dan *Marriage Readiness Scale*. Data dianalisis menggunakan teknik korelasi Pearson Product Moment dan regresi sederhana. Hasil analisis korelasi Pearson Product Moment menunjukkan adanya hubungan positif yang signifikan antara *Social Media Engagement* dan kesiapan menikah ($r = 0,175$; $p = 0,010$; $p < 0,05$). Temuan ini menunjukkan bahwa semakin tinggi *Social Media Engagement*, maka semakin tinggi pula kesiapan menikah pada Generasi Z yang belum menikah dalam masa *emerging adulthood*. Hasil analisis regresi sederhana menunjukkan nilai koefisien determinasi (R^2) sebesar 0,031, yang berarti *Social Media Engagement* memberikan kontribusi sebesar 3,1% terhadap kesiapan menikah. Dengan demikian, sebesar 96,9% variasi kesiapan menikah dipengaruhi oleh faktor-faktor lain yang tidak diteliti dalam penelitian ini.

Kata kunci: *Emerging adulthood*, Generasi Z, Kesiapan Menikah, *Social Media Engagement*.

ABSTRACT

This study aimed to examine the relationship between Social Media Engagement and Marriage Readiness among unmarried Generation Z individuals in the emerging adulthood period. This research employed a quantitative approach with a correlational design. The participants consisted of 214 unmarried Generation Z individuals aged 18–25 years. Data were collected using the Social Media Engagement for Adolescents Scale and the Marriage Readiness Scale. The data were analyzed using Pearson Product-Moment correlation and simple linear regression. The results of the Pearson Product-Moment correlation analysis revealed a significant positive relationship between Social Media Engagement and Marriage Readiness ($r = 0.175$, $p = 0.010$, $p < 0.05$). These findings indicate that higher levels of Social Media Engagement are associated with higher levels of Marriage Readiness among unmarried Generation Z individuals in the emerging adulthood period. Furthermore, the results of the simple linear regression analysis showed a coefficient of determination (R^2) of 0.031, indicating that Social Media Engagement contributed 3.1% to Marriage Readiness. Therefore, 96.9% of the variance in Marriage Readiness was influenced by other factors not examined in this study.

Keywords: *Emerging adulthood, Generation Z, Marriage Readiness, Social Media Engagement.*