

## **Persuasive Communication of DKBP3A as a Form of Early Marriage Prevention Power to Minimize Domestic Violence and Perpetrator's Mental Disorders**

**Sri Wahyuningsih<sup>1</sup>, Netty Dyah Kurniasari<sup>2</sup>, Yeremia Djefri Manafe<sup>3</sup>, Devian Ayu Putri Efendi<sup>4</sup>, Riski Bayu Andriyanto<sup>5</sup>**

<sup>1,2,4,5</sup>Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Budaya, Universitas Trunojoyo Madura, Bangkalan - Madura, Indonesia

<sup>3</sup>Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Nusa Cendana, Kupang – NTT, Indonesia

<sup>1</sup>[sri.w@trunojoyo.ac.id](mailto:sri.w@trunojoyo.ac.id)

### **ABSTRACT**

*The purpose of this study is to know, analyze, and explore, persuasive communication of stakeholders of DKBP3A as a form of early marriage prevention power to minimize domestic violence and mental disorders of perpetrators. The research method uses descriptive qualitative, constructivistic paradigm, with a case study approach. Informant technique using purposive sampling, The subject in this study is DPKP3A Bangkalan. The object of his research is persuasive communication of DKBP3A stakeholders as a form of early marriage prevention power to minimize domestic violence and mental disorders of perpetrators. Data collection techniques through observation of in-depth interviews, documentation, audio-visual materials. Data analysis techniques by reducing data, playing data by making categories and discussions, and drawing conclusions. Validity techniques through triangulation and member check. Research Location in Madura. Persuasive communication from DKBP3A in suppressing early marriage to minimize domestic violence and mental disorders is by socializing the prevention of early marriage, socializing the ideal age for marriage, pre-wedding socialization for prospective brides and grooms going directly to the village through GENRE (Generation Planning), socializing through pamphlets, socializing through banners, and can also use persuasive communication through social media that reaches teenagers, because of his tendency to play social media. As for other findings, apart from socialization, there are obstacles in running the program, namely there is no budget support from the government in 2023. The solution is that DKBP3A continues to run the program by reaching out to the lower classes of society together with cadres who have been previously trained so that the DKBP3A program continues to run.*

**Keywords:** DKBP3A Stakeholders, Early Marriage, Persuasive Communication.

---

## ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui, menganalisis, dan menggali, komunikasi persuasif pemangku kepentingan DKBP3A sebagai wujud kekuatan pencegahan pernikahan dini untuk meminimalisir kekerasan dalam rumah tangga dan gangguan jiwa pada pelakunya. Metode penelitian menggunakan deskriptif kualitatif, paradigma konstruktivistik, dengan pendekatan studi kasus. Teknik informan menggunakan purposive sampling. Subyek dalam penelitian ini adalah DPKP3A Bangkalan. Objek penelitiannya adalah komunikasi persuasif pemangku kepentingan DKBP3A sebagai wujud kekuatan pencegahan pernikahan dini untuk meminimalisir kekerasan dalam rumah tangga dan gangguan jiwa pelakunya. Teknik pengumpulan data melalui observasi wawancara mendalam, dokumentasi, materi audio visual. Teknik analisis data dengan cara mereduksi data, memutar data dengan membuat kategori dan pembahasan, serta menarik kesimpulan. Teknik validitas melalui triangulasi dan member check Lokasi Penelitian di Madura. Komunikasi persuasif dari DKBP3A dalam menekan pernikahan dini untuk meminimalisir kekerasan dalam rumah tangga dan gangguan jiwa adalah dengan cara sosialisasi pencegahan pernikahan dini, sosialisasi usia ideal menikah, sosialisasi pranikah calon pengantin langsung turun ke desa melalui GENRE (Generasi Berencana), sosialisasi melalui pamflet, sosialisasi melalui spanduk, dan juga dapat menggunakan komunikasi persuasif melalui media sosial yang menjangkau anak-anak remaja, karena kecenderungannya bermain media sosial. Adapun temuan yang lain selain sosialisasi, terdapat kendala yang ada dalam menjalankan program yaitu dukungan anggaran dari pemerintah pada tahun 2023 tidak ada. Adapun solusinya adalah DKBP3A tetap menjalankan program dengan cara menyentuh masyarakat bawah bersama kader-kader yang telah dilatih sebelumnya, agar program DKBP3A tetap berjalan.

**Kata Kunci :** Pemangku Kepentingan DKBP3A, Pernikahan Dini, Komunikasi Persuasif.

## ARTICLE INFO

### Article history

Received : 27-02-2024

Revised : 03-05-2024

Accepted : 14-05-2024

## Introduction

Early marriage in Madura is not a new issue anymore, but in Madura, many early marriages are carried out to prevent adultery because if women and men have reached puberty, they are believed in Madura not to be a problem if marriage is carried out, customs because arranged marriages since childhood have been betrothed to their parents, marriage dispensation, economy. This fact is very contrary to the restriction on the age of early marriage because when men and women are already in puberty is only about the age of early adolescence between 11 to 15 years, while Law No. 16 of 2019 says that marriage is only allowed if men and women have reached the age of 19 years and are only allowed to marry. Under that age of marriage, categorized as early marriage. The reality in Madura, especially Bangkalan, according to data obtained by researchers from Abdul Basri, (2023). Head of Population Control, Counseling, and Mobilization of the DKBP3A (Family Planning, Women's Empowerment and Child Protection) Bangkalan Office Nur Latifah said that the number of teenagers who married under the age of 20 in 2021 was as stated in the table as follows:

Table 1  
Number of Bangkalan Early Marriages

Year	Number
2021	1.366
2022	1.650
2023	422 per sub-district

Source: (Basri, 2023)

As information from the Family Planning Office for Women's Empowerment and Child Protection (DKB PPPA) Bangkalan, 422 people were married before the age of 20 years. This data comes from a report made by the Office of Religious Affairs (KUA) of each sub-district. (Basri, 2023). If the average is 422 in each married district, you can imagine how large the number of early marriages in Bangkalan each year in all sub-districts in Bangkalan.

The factors affecting marriage dispensation are very diverse. Either for reasons such as promiscuity, early engagement, pregnancy out of wedlock, and so on. However, the prevalence of cases in Bangkalan is largely due to customary factors: as many as 21 children are still in junior high school, eight are in elementary school, one is in high school, and one child is not educated. Women are the most frequent candidates for early marriage dispensation. The public relations of the Bangkalan Religious Court said that on average women who apply for early

---

marriage dispensation, women also ask for divorce, because of economic factors (Basri, 2023). Early marriage often triggers domestic violence both verbally and nonverbally, early marriage couples are allegedly economically unsettled, but they are still helped a lot by their families. They also have not received knowledge from DKBP3A, which is a kind of socialization of prospective brides, because marriage is only the same kiai, namely marrying religiously. If you get married officially according to the country, it is not yet because the main requirement is that the age must be sufficient, then KUA provides recommendations for couples who will marry. As for research from Plan Indonesia, early marriage has many adverse effects. They found that early marriage can have an impact on women's futures because it restricts their freedom of movement and deprives them of doing many of the things they should be doing at their age. Of the 33.5% of women who marry early, only about 5.6% are still in school. However, due to their lack of knowledge and experience, they are not ready to enter the workforce. Women are also more vulnerable to domestic violence if they marry prematurely. 44% of women married early experience domestic violence with a fairly high frequency. On the other hand, 56% of other women experience it less often. Many things can be caused by high early marriage. (Alfa, 2019). Early marriage also triggers mental disorders in the perpetrators, namely experiencing stress both from the side of women and men, life goes on but daily needs are not met because the economic factors of men who have not worked remain odd so that income is less. This also triggers quarrels in early marriage couples every day and causes stress. Another thing that causes mental disorders is when the wife is pregnant at a very young age once the child is born stunting occurs, often the child also dies because when pregnant the nutrition conceived is not enough and the wife's condition is stressed. There are also often baby blues because an actress is not ready to accept the birth of her child. In the research of (Pascasarjana Kesehatan Masyarakat et al., 2023), individuals who marry as teenagers result in someone experiencing mental health disorders, psychological, depression to suicidal ideation because the life of teenage girl undergoes a transitional change in taking on roles and responsibilities as an adult.

*“Of course, we are saddened by a situation like this, because we do not expect any behavior or side effects as a result of early marriage. Most depression and stress can be like that, they are not ready physically and mentally, including emotional instability”.* (Results of an October 2023 interview with DKBP3A Bangkalan).

In line with the results of the study (Rahmawati et al., 2019) that 46.1% of respondents experienced normal stress conditions, 29% of respondents were in mild stress conditions, 15.3% of respondents were in moderate stress states, 8.6% of respondents were in severe stress states, and 1% of respondents were in very severe stress states. Based on the results of this

study, it can be concluded that psychologically, marrying at an early age is at risk of causing a psychological burden for those who live it.

Most early marriages have a huge impact on adolescents who are not yet mentally ready, but parents or other factors encourage them to marry at an early age. Domestic violence and mental disorders are inevitable in domestic life for early-married couples, many of whom are divorced. Researchers observed that divorce is commonplace at an early age and what is clear is that if you meet a soul mate you will soon quickly remarry again without thinking about the future. Prior to outlining the goals of the study, the author will define the terms found in the article's title, such as persuasive communication and how to combine it with communication management to influence attitudes, behaviors, and opinions. Tactical operations, such as targeting, message urgency, delivery, delivery location, and precise delivery time, should be reflected in the chosen strategy. Soemirat, 2008 (Sisterikoyasa, 2021). In order to prevent early marriage, which can have negative effects on a person's mental and physical health now and in the future, DKBP3A is doing a very appropriate job of educating the public through print and online media as well as by going directly into the community. The Family Planning Office for Women's Empowerment and Child Protection, or DKBP3A, is responsible for developing and implementing programs that address issues pertaining to families, women, and children. Bangkalan, Madura's early marriages are one of them. Early marriage is defined as a marriage that takes place before the child reaches the age of eighteen and is recognized by state and religion as lawful if the child lacks the necessary physical, physiological, and psychological development to support the marriage and any offspring. (Erulkar, 2013; Bomantama, 2018; Fadlyana & Larasaty, 2009) (Susyanti & Halim, 2020) Early marriage frequently leads to arguments between partners, which can include domestic violence (KDART). Women are frequently the victims of KDRT because they are verbally or physically abused by their partners' rude remarks. Things like this eventually cause great pain and can lead to mental health issues and divorce. Mental disorders are disorders experienced by a person due to genetic, environmental, and psychological factors. Referring to Sri Wahyuningsih's book (Wahyuningsih, 2020), that mental disorders according to (Rusdi Maslim, 2013) PPDGJ III or Guidelines for Classification of Mental Disorders Diagnosis which refers to The Diagnostic and Statistical Manual of Mental Disorders (DSM), mental disorders are syndromes or patterns of behavior or psychological conditions of someone who clinically experiences significant problems. One of the causes of mental disorders in early marriage is divorce too early, meaning that couples are not ready to live alone without a partner at a very young age. In line with the results of this study, that the cause of divorce is also triggered rampant marriage underage or

not old enough. Wedding on underage makes them not ready yet overcoming the problems they meet. (Zadrian Ardi, 2018). The statistical data that supports the existence of domestic violence in Indonesia until 2024 can be seen in the following image:

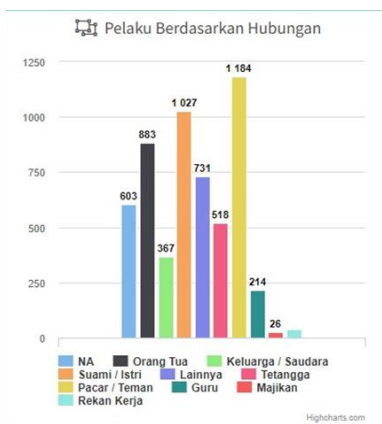


Figure 1. Data on perpetrators based on relationship (SIMFONI-PPA, 2024)

According to Figure 1, the graphic image in orange shows that violence perpetrated in domestic relationships will reach 1,027 by 2024. This is very important to address immediately. One of them is violence in early marriage which is prone to domestic violence

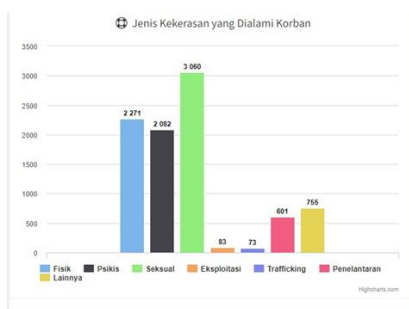


Figure 2. Types of violence experienced by victims (SIMFONI-PPA, 2024)

In the description of figure 2. One of the violence experienced by the victim is psychological or mental violence. In the black description there are 2,082, anyone who experiences violence, especially in the household, will experience trauma, and can even become seriously depressed. The data presented graphically in Figures 1 and 2 are supporting data in this research. The violence in this data is generally both physical and psychological, which is violence in domestic relationships, which includes data on violence in marriages in Madura.

Looking at the background presented by the researcher, there are the following research objectives, namely to know, analyze, and dig deeper related to DKBP3A persuasive communication in the prevention of early marriage to suppress the occurrence of domestic violence and mental disorders of perpetrators. This study's contribution is to let readers know that DKBP3A works hard to prevent early marriage in order to prevent domestic violence and

mental health disorders. They do this by using persuasive communication strategies on social media, in print media, and even by directly interacting with the community through community cadres who have received training in educating against early marriage because of its numerous detrimental effects on the physical and mental health of those who engage in it.

## **Method**

In this research using a constructivist paradigm, the type of research is descriptive qualitative with a case study approach. With a single type of case, namely, one case in one place, early marriage occurs in Bangkalan and the risk of experiencing early marriage, the research location is also in Bangkalan. The author chose the location of Bangkalan research because Bangkalan is the district with the highest number of marriages in Madura. (Badan Pusat Statistik Provinsi Jawa Timur, 2023). The object of research is the DKBP3A persuasive communication model to reduce the number of domestic violence and mental disorders in perpetrators. The subjects in this study were parties in DKBP3A who knew about programs related to early marriage. The subject is obtained by the researcher through purposive sampling techniques with several considerations by the objectives of the study. The criteria for selecting informants are DKBP3A Bangkalan who know the planning and implementation of programs that have been prepared to overcome the problem of early marriage and its impacts. The data collection technique is to conduct in-depth interviews, make observations, documentation, literature review, and use audio-visual materials that are the data desired by the researcher in supporting the research objectives. The data analysis technique is to use the Miles and Hubberman approach, namely reducing data, displaying data, or presenting data by creating categories that are the findings of researchers from the selectivity of data collected from the field. The data validity technique is to use data triangulation or sources, methods, and member checks. Researchers check previously obtained data with informants and other sources to support whether it remains valid or changes with changing times. With the research location of Bangkalan Madura.

## **Results and Discussion**

Answering from the purpose of this study is to there are research results and discussions to complement so that the research results are declared as valid and reliable research results. DKBP3A Persuasive Communication in the prevention of early marriage to suppress domestic violence and mental disorders of perpetrators.

---

## 1. Program Socialization through Print Media in the form of Banners



**Figure 1: Socialization Banner** (Tim DKBP3A, 2023a).

The socialization uses banners with the words "ideal age for marriage for men 25 years and women 21 years, it's time for the young to plan". This banner has a good message for brides-to-be to know, that getting married the ideal age for inner birth readiness is between the ages listed on the banner. This was conveyed by DKBP3A in its office, but such banners need to be spread to social media and remote villages considering that teenagers now play social media, and many early teenagers whose status is puberty have been allowed by their parents to marry according to religion. The goal is to avoid adultery and fulfill customs with arranged marriages. Although it violates the marriage law with a minimum age limit of 19 years.

Launching the official Twitter account of BKKBN, this recommendation is based on several considerations. 1) Psychological age that is still labile will affect parenting patterns, 2) Age and mental maturity can have an impact on nutrition and child health, 3) Early marriage can put adolescent girls at health risk for early pregnancy, 4) There is the potential for cervical cancer or cervical cancer in adolescents under 20 years who have sexual intercourse. (Uli/fef, 2022)



## 2. Program Socialization through Social Media



**Figure 2: Socialization of Premarital Marriage Guidance uploaded on IG social media** (Tim DKBP3A, 2023b).

The reach of social media is very wide and can be known by anyone who follows social media, as well as teenagers today who like to play social media, especially IG. The effort made by DKBP3A to have an IG account is an effort that must be done, many people do not know that they have a good program in socializing the importance of premarital marriage guidance for brides-to-be. Socialization using IG social media is very effective because many teenagers today are pro-using IG compared to other social media accounts. Relevant to the results of his research (Roberto et al., 2020), the use of digital media is also often the choice of PKB (Family Planning Counsellor) in campaigning for the PUP (Marriage Age Maturity) program. Digital media that have been often used are instant messaging applications such as WhatsApp, and social media such as Facebook, Instagram, YouTube, and others. Flyers/brochures or posters owned by PKB are often distributed through social media to students who are targeted by the campaign.

The result of research (Adicandra & Kusumandyoko, 2023), show that the use of video memes in early marriage campaigns has great potential in educating teenagers about the dangers and negative impacts of early marriage. Meme videos are able to attract attention and increase understanding of this issue, and can be an effective means of communication via Tiktok social media. In this case, the use of memes as new media can be a strategy that has a positive impact in campaigning for the issue of early marriage among teenagers.

### 3. Using Pamphlet and Oral Extension Media

Media pamphlets and explanations using oral extension workers are very helpful for people who listen to socialization directly from the DKBP3A Base team.

*“The socialization uses pamphlets and oral media. But we accept counseling and public complaints. Then from our bottom line, there is the District Family Planning Extension Center. So in 18 sub-districts in Bangkalan, we have accomplices below, there are field cadres in the village, including family team assistants. For family assistance, there are three people in a team, midwives, PKK cadres, and posyandu cadres within the village. One village can have more than one team, some have three teams”.* (Interview results of DKBP3A Bangkalan).



**Figure 3. Pamphlet from DKBP3A Bangkalan** (Tim DKBP3A, 2023c)

This pamphlet was distributed to the community when going to the field and disseminated through social media such as the IG account of DKBP3A Bangkalan. The purpose of this dissemination is to urge people to marry at the right age rather than marry at an early age to suppress domestic violence and mental disorders in early marriage perpetrators. There are many in the field, and one of the strong reasons is the customs and beliefs in religion, if you are puberty, then the child is ready to be married. As stated by DKBP3A that the ideal age in marriage is

*“The ideal age according to the BKKBN is 21 years for women and 25 years for men. According to the Ministry of Religion and KEMENPPA, the age is 19 years for women and men”.* (October 2023 Interview Results, DKBP3A Bangkalan).

DKBP3A intensively took to the field with GENRE to socialize the ideal marriage age in preventing early marriage. This is in line with the results of research (Roberto et al., 2020) that the use of print media in the form of turning sheets, brochures, posters, leaflets, wall magazines, and pins/brooches is considered one of the right strategies in campaigning for the PUP (Maturation of Marriage Age) program for adolescents and families with teenage children. PKB (Family Planning Counsellors) can design these print media with an attractive appearance according to the characteristics of adolescents and parents (families) who are targeted by the program. Relate with research results (Anastasia J. Gage, 2013). This paper examined several steps that parents/guardians move through along the continuum of child marriage prevention, prior to behavior change. While it is generally believed that mass media is more effective in creating knowledge of a new idea and interpersonal channels in forming and changing attitudes toward the idea Rogers, 2003 (Roberto et al., 2020), the analyses found that both types of communication were positively associated with all outcomes.

#### **4. Collaborate with the Ministry of Religious Affairs (KUA), Education Office, community leaders. GENRE (Youth Generation).**

Working together in dealing with early marriage is an important step because considering that domestic violence and mental disorders are in line, a lot of pressure from the couple and the couple's family is a problem for couples who marry early, indirectly draining one's psychological energy so that they experience mental disorders, therefore the collaboration carried out by DKBP3A with other institutions is one way to overcome it.

*“We coordinate with the Ministry of Religion office and coordinate with schools, for example, the target is that we socialize teenagers to middle and high schools so it automatically goes to the education office. Then from ourselves too, all parties work together in synergy, including community leaders, If there is an incident of early marriage, then our party will come, in coordination with local authorities, especially the village head”. (Interview results of DKBP3A Bangkalan).*

DKBP3A took to the field in synergy with the ministry. Education Office, community leaders, and GENRE as implementers in the field. The targets are middle and high school children who are categorized as early adolescents who have reached puberty. Given that researchers know the customs of Madurese, if the child is in puberty, they are immediately married off because of the factors of arranged marriage by parents and avoiding adultery. The hope of parents is much better to avoid adultery than waiting for the marriage age stipulated by the law at least 19 years old. GENRE plays a very important role in this, in providing insight into early marriage, brides-to-be, and family planning, which of course has been equipped by DKGP3A. In research (Restapaty & Iedliany, 2022) Teachers are crucial to these preventative

---

initiatives if they work in schools. Thus, in light of local wisdom, efforts must be made to stop the rising number of underage marriages involving literacy. The purpose of this community service project is to inform the public about the ways in which basic education (SD-SMP) shapes the character of children and enhances adolescents' comprehension through active literacy (storytelling) of folktales featuring strong female leads. In an effort to stop the rising number of underage marriages, this activity is a solution. It is very relevant that DKGP3A who has been involved in rural communities that what makes parents continue to marry their children at an early age is as follows:

*“Factors, especially from culture, most of them have been passed down from generation to generation in the village. In urban areas, it is rare. The second factor is education, the third is the economic factor, and this is also now rampant in the world of technology, for example the existence of social media cellphones, it can affect the social environment like what teenagers live now. It can be the cause of early marriage”.* (Interview results of DKBP3A Bangkalan).

Early marriage for villagers is common because the phenomenon of early marriage is something that has been passed down for generations, it can be called the customs of rural Madurese. In addition, the education factor, for those who cannot afford it costly, they do not continue high school only in elementary school or elementary school, junior high school, and then get married. Because Madurese people say "high school falls also in the kitchen", such assumptions are always attached to the minds of parents in the village, different from parents in their cities who have thought more forward. As for the relevant research results, according to (Bastomi, 2016), the factors that encourage early marriage that we often encounter in the community are:

a. Economy

The economic burden on families often drives Parents to quickly marry off their children With the hope that the family's economic burden will be reduced because married daughters become the responsibility of the husband. We encounter this a lot in rural areas, regardless of the age of the child is still young, especially if the one who proposes from the rich, in the hope of improving his degree.

b. Low Education

The level of education and knowledge of parents, children, and society, causes a tendency to marry off underage children and is not accompanied by long thoughts about the consequences and impacts of the problems faced

c. Parents

The level of parental education is low so the mindset of parents is resigned and accepting, this resignation makes parents not understand the existence of Marriage Law No. 1 of 1974.

d. Customs According to customs,

Marriage often occurs because since childhood the child has been betrothed by both parents. The marriage of children is to immediately realize the bond of family relations between the relatives of the bridegroom and relatives of the bride that they have long wanted together, all so that their family relationship is not broken.<sup>138</sup> In addition, there is concern for parents for their daughters who have reached adolescence, so parents immediately find a mate for their children. Parents who live in rural areas generally want to quickly marry off their daughters for fear that they will become spinsters.

e. *Married By Accident* (MBA)

No matter how strictly parents protect their children from the outside world, they will still be affected even a little. With the rapid development of the era, the internet or other media facilities that are easily accessible make children fall into promiscuity. Sometimes parents are unable to keep up with the times and will be surprised to see the effect. The feeling of shame or inferiority because of not having a girlfriend will make a child already free and engrossed in a relationship with the opposite sex, so it will make the child forget himself when dating. Being pregnant out of wedlock is a frequent consequence of promiscuity. Because of shame and disgrace, parents will marry off their children who are still in school. From the discussion of the factors that cause early marriage, any DKBP3A will work hard by collaborating with related institutions from the top to the bottom down to the village, to educate them about early marriage by reducing the GENRE that has been trained before, as well as directly involved in the community to overcome early marriage and its impact on society.

*“From this service, the outreach is not only towards government officials but also community leaders, especially their children. We usually carry out outreach from our field, namely Child Protection, and for physical health, there is the family planning sector which usually holds outreach about reproductive health so that physically they are mature enough to be able to get married and have children and are ready to get pregnant, that is to say. We also assist prospective brides and grooms, there is socialization about physical and mental health involving the community. This assistance is carried out intensively because we have extension workers in the field, then we are assisted by cadres. These cadres become official accomplices. In essence, we have outreach about reproductive health, and there is assistance for prospective brides and grooms, for the acceleration of stunting reduction, we have assistance through the national application, namely ELSIMIL (Electronic Ready for Marriage & Ready for Pregnancy). This is the official application launched by the Central BKKBN. We also have counseling, there is cadre assistance, these cadres who accompany us are midwives, there is a family support team starting from the prospective bride and groom, until they are ready to get pregnant, until they give birth. Later, when they have been accompanied, the prospective bride and groom, for example, are no longer at risk of stunting, judging from the indicators during the interview, during the mentoring, later also when filling out the EXIMIL application, if the final score is green, it is*

---

*concluded that the prospective bride and groom are considered healthy, then a certificate will be issued. This certificate must be brought when registering for administration at the local sub-district KUA. If the application produces a red value, then they don't get a certificate, so they have to be healthy first. But that doesn't mean we prevent them from mating, what this means is an effort to delay it, so there can be counseling for health checks too.”.* (The results of the October 2023 interview, DKBP3A Bangkalan).

Many teenagers investigate certain information from print and electronic media, peers, and other sources whose veracity may not always be reliable due to the absence or unavailability of reliable information regarding reproductive health. Adolescent girls still lack a good understanding of reproductive health, with many lacking this specific knowledge Nurmansyah, dkk, 2013, (Susyanti & Halim, 2020). The country's schools have not fully taught reproductive health education, which can help prevent early marriage, and children behave badly when they reach puberty and are exposed to sensitive material. Therefore, the significance of GENRE for ongoing socialization to reproductive health in schools.

### **5. Socialization is an effort to minimize domestic violence and mental disorders of perpetrators**

Socialization carried out by DKBP3A directly or indirectly to rural communities aims in addition to reducing the number of early marriages, can also greatly minimize domestic violence and mental disorders caused by early marriage. The results of an interview with DKBP3A in October 2023, said that

*“Getting married at an early age can trigger factors of emotional and mental instability because the person is not physically ready to get pregnant”.*

Early couples, mentally and physically are not ready to live a domestic life, because the fact says that many of their needs are still riding with their parents, economically they are less able to because they are both not working, and what arises is a conflict between them. The process of mental disorders in her book (Wahyuningsih, 2021), is initiated by dissatisfaction or unfulfillment of various needs of one's soul. These needs consist of, among others, the need for affiliation, the need for autonomy, and the need for achievement. One of the triggers of conflict in early marriage is that there are soul needs that have not been met optimally, women demand men to work to make a living, but husbands have not worked permanently so that needs are not met optimally. This problem can trigger mental disorders in women, especially women are psychologically dominated by 75 percent of feelings, so they will continue to think and overdo it. That exaggeration is what makes mental disorders on the part of the wife can also be the man. Because men are encouraged by their families and wives to be perfect husbands in meeting the needs of the household. The socialization of the ideal age of early marriage will be

an important consideration for rural communities, especially to marry off their children who are not ideal enough to marry.

## **6. Budget is an Obstacle to DKBP3A Program**

The obstacle in the sustainability of this program is the budget, there is no budget to maximize the program, so that the planned program will not be optimal as well. What can be done is only through the distribution of print media in the form of pamphlets or brochures about the ideal age of marriage. As stated by the agency,

*“The difficulty is that we lack a budget, so if there is a budget we will do it, if there isn't then we will socialize based on this print media, sis. So we don't go face to face or door to door or we can't go to the sub-district”.* (The results of the October 2023 interview, DKBP3A Bangkalan).

Everything if there is no budget support will not go according to plan, but it can be overcome in other ways, if it can provide a solution, at least trying to run an early marriage socialization program even if it is less than optimal. This program must run continuously because of the many cases of early marriage that have become a custom in the rural communities of Madura.

## **7. Touching the Bottom Layer as a Solution to the Obstacles experienced by DKBP3A**

The solution is overcoming obstacles that occur to run the program, namely by touching directly to the village community through the lowest line personnel who have been trained, so that it does not require a budget. Listening to what DKBP3A Bangkalan said,

*“Our solution, if there is no budget, is to use mentoring cadres who directly touch the community in the village. Because this cadre is located in the village. The lowest line field staff because they don't need a budget for that, they have already been”.* (The results of the October 2023 interview, DKBP3A Bangkalan).

## **Conclusion**

Answering the purpose of this study in Persuasive communication of DKBP3A in suppressing early marriage to minimize domestic violence and mental disorders is socialization of early marriage prevention, socialization of the ideal age of marriage, premarital socialization of brides-to-be both directly down to the village through GENRE (generation planning), DKBP3A team, the bottom line layer of society, through pamphlets, through banners, and can also use persuasive communication through social media and Attract teenagers who tend to play social media. The obstacle that exists in running the program is that budget support from the government in 2023 does not exist in previous years there is, while the solution is to keep this program running, the DKBP3A touches the bottom line of the community which destroys cadres who have been trained previously so that the program continues. For future research,

---

you can dig deeper into this research theme using different approaches, for example using the phenomenological approach of families who marry at an early age.

## References

- Adicandra, C., & Kusumandyoko, T. C. (2023). Perancangan Meme Sebagai Kampanye Untuk Remaja Tentang Bahaya Pernikahan Dini Melalui Tiktok. *Jurnal Barik*, 5(1), 57–67.
- Alfa, F. R. (2019). PERNIKAHAN DINI DAN PERCERAIAN DI INDONESIA. *Jurnal Ilmiah Ahwal Syakhshiyah*, 1(1), 49–56.  
<https://doi.org/https://doi.org/10.33474/jas.v1i1.2740>
- Anastasia J. Gage. (2013). Child marriage prevention in Amhara Region, Ethiopia: Association of communication exposure and social influence with parents/guardians' knowledge and attitudes. *Social Science & Medicine*, 97.  
<https://doi.org/https://doi.org/10.1016/j.socscimed.2013.08.017>
- Badan Pusat Statistik Provinsi Jawa Timur. (2023). *Jumlah Pernikahan Menurut Kabupaten/Kota di Provinsi Jawa Timur, 2020-2022*. BPS Provinsi Jawa Timur.  
<https://jatim.bps.go.id/statictable/2023/07/25/3026/jumlah-pernikahan-menurut-kabupaten-kota-di-provinsi-jawa-timur-2020-2022.html>
- Basri, A. (2023). Sebanyak 1.650 Remaja di Bangkalan Nikah Dini.  
<https://Radarmadura.Jawapos.Com/>.
- Bastomi, H. (2016). Pernikahan Dini Dan Dampaknya (Tinjauan Batas Umur Perkawinan Menurut Hukum Islam Dan Hukum Perkawinan Indonesia). *Pernikahan Dini Dan Dampaknya*, 7(2), 354–384.
- Yuniati, H., Kurnaesih, E., Ikhtiar, M., Aril Ahri, R., & Surahman Batara, A. Hubungan Dampak Pernikahan Dini Dengan Gangguan Psikologis Pada Kehamilan Remaja. *Journal of Muslim Community Health (JMCH) 2023*, 4(3), 70–80.
- Rahmawati, M. N., Rohaedi, S., & Sumartini, S. (2019). Tingkat Stres Dan Indikator Stres Pada Remaja Yang Melakukan Pernikahan Dini. *Jurnal Pendidikan Keperawatan Indonesia*, 5(1), 25–33. <https://doi.org/10.17509/jpki.v5i1.11180>
- Restapaty, R., & Iedliany, F. (2022). Upaya Pencegahan Meningkatnya Pernikahan Dini Melalui Literasi Kearifan Lokal Pada Pendidikantingkat Dasar. *SELAPARANG: Jurnal Pengabdian Masyarakat Berkemajuan*, 6(4), 1765.  
<https://doi.org/10.31764/jpmb.v6i4.11496>
- Roberto, I., S, A. V., Hubeis, N., Sarwoprasodjo, S., & Herawati, T. (2020). Kampanye Sosial Program Pendewasaan Usia Perkawinan Di Kecamatan Tamalate Kota Makassar. *Jurnal PIKOM (Penelitian Komunikasi Dan Pembangunan)*, 21(1), 53.  
<https://doi.org/10.31346/jpikom.v21i1.2521>
- Maslim, R. (2013). *Diagnosis Gangguan Jiwa, Rujukan Ringkas PPDGJ-III dan DSM-V. Cetakan 2*. Bagian Ilmu Kedokteran Jiwa Fakultas Kedokteran Unika Atma Jaya. Jakarta: PT Nuh Jaya.
- SIMFONI-PPA. (2024). *Peta sebaran jumlah kasus menurut provinsi Jawa Timur tahun 2024*. Kekerasan.Kemenpppa.Go.Id/Ringkasan.
- Sisterikoyasa, W. (2021). Komunikasi Persuasif Insan Genre Sebagai Strategi Preventif Pernikahan Dini Pada Kalangan Remaja di Kabupaten Ponorogo. *Commercium*, 04(02), 70–82.
- Susyanti, A. M., & Halim, H. (2020). Strategi Pencegahan Pernikahan Usia Dini Melalui Penerapan Pusat Informasi Dan Konseling Remaja (Pik-R) Di Smk Negeri 1 Bulukumba. *Jurnal Administrasi Negara*, 26(2), 114–137. <https://doi.org/10.33509/jan.v26i2.1249>



- Tim DKBP3A. (2023a). *Banner Usia Ideal Pernikahan Dini*.
- Tim DKBP3A. (2023b). *Sosialisasi Pernikahan Dini Melalui Media Sosial IG*. IG DKBP3A.
- Tim DKBP3A. (2023c). *Stop Pernikahan Dini*.
- Uli/fef. (2022). *Usia Ideal Menikah Menurut Pemerintah, Kesehatan, hingga Islam*. CNN Indonesia. <https://www.cnnindonesia.com/gaya-hidup/20221129134106-282-880270/usia-ideal-menikah-menurut-pemerintah-kesehatan-hingga-islam>
- Wahyuningsih, S. (2020). *Orang dengan Gangguan Jiwa dalam Perspektif Komunikasi* (Winda Afrida, Ed.; 1st ed.). Insan Cendikia Mandiri Publisher.
- Wahyuningsih, S. (2021). *Komunikasi Terapeutik: Konsep, Model, dan Kontinuitas Komunikasi dalam Psikoedukasi terhadap Orang dengan Gangguan Jiwa* (1st ed.). Intrans Publishihing.
- Ardi, Z. (2018). The Psychological Analysis of Divorce at Early Marriage. *Internationale Journal of Research in Counseling and Education*, 2(2), 77–82. <https://doi.org/https://doi.org/10.24036/0026za0002>