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The Impact of Domestic Violence Stories on Social Media on Gen Z Marriage Preferences

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ABSTRACT

The decline in marriage rates in Indonesia, particularly in the city of Makassar, is an interesting phenomenon to study, especially among Generation Z who are active on social media. One factor that may influence this decline is the widespread exposure to domestic violence on social media platforms. This study aims to analyse the influence of exposure to stories of domestic violence on social media on Generation Z's interest in marriage in Makassar City. Using a descriptive quantitative approach, data were collected through a questionnaire distributed to 400 respondents who are active on social media, measuring the frequency, duration, and intensity of exposure to DV and its influence on interest in marriage. Statistical analyses used included Pearson's correlation test and simple linear regression to identify the relationship between the independent variable (exposure to DV) and the dependent variable (interest in marriage). The findings show that the frequency, duration, and intensity of exposure to domestic violence content on social media have a significant impact on Generation Z's perceptions and interest in marriage. The Pearson correlation test revealed a significant negative relationship between exposure to DV and interest in marriage ($r = -0.346$, $p = 0.000$), which was reinforced by the results of simple linear regression showing that each one-unit increase in the level of exposure to DV would decrease interest in marriage by 0.363. These findings provide important insights into the influence of social media as an agent of social change in shaping views on the institution of marriage. The implications of these findings are important for educational and intervention efforts aimed at reducing the negative impact of DV on the younger generation.

Keywords: Exposure Media, Domestic Violence, Interest in Marriage, Social Media, Marriage



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INTRODUCTION

In today's digital age, social media has become a primary platform for disseminating information and shaping public opinion. One frequently discussed topic is domestic violence, which often manifests in various forms, including physical, emotional, and psychological abuse. The exposure of domestic violence stories on social media is often accompanied by narratives of victims and perpetrators (Douglas et al., 2019; Jakaza, 2025), which can have a significant impact on public perception. Generation Z, as an age group that is highly connected to the digital world, is often the main audience for this type of information. This study aims to explore the influence of exposure to stories of domestic violence circulating on social media on Generation Z's

marriage preferences in Makassar City. The decline in marriage rates in Indonesia in the last decade shows that interest in the institution of marriage is decreasing, with various factors influencing this, one of which is the growing influence of social media.

Based on data from the Central Statistics Agency (BPS), the number of marriages in Indonesia has declined significantly since 2013, from more than 2 million couples in 2018 to only about 1.5 million marriages in 2023 (Gayatri, 2025; Wafa & Zuhdi, 2025). This decline is expected to continue until 2025. In addition to social and economic factors, other contributing factors include the awareness among the younger generation to delay marriage, whether due to age, economic reasons, or career considerations, as well as the phenomenon of "marriage is scary" or fear of marriage (Satriyanto & Oktaviani, 2025). The prevalence of information about domestic violence (DV) circulating on social media, coupled with the phenomenon of cohabitation without formal ties, also influences the younger generation's decision to delay or even avoid marriage.

The declining trend in marriage rates in South Sulawesi over the past three years indicates significant changes in social dynamics, which are also reflected in the city of Makassar. Based on data from the South Sulawesi Central Statistics Agency, the number of marriages in Makassar decreased from 7,271 in 2022 to 7,143 in 2023, and fell again to 6,822 in 2024 (Karamoy, 2025). A similar decline was also seen in other districts in South Sulawesi, such as Bone and Gowa, which recorded a significant decrease in the number of marriages from 2022 to 2024. This phenomenon reflects the influence of social and economic factors, as well as the community's perception of marriage, which is influenced by various aspects, including exposure to information related to domestic violence through social media. Generation Z, who are now of productive age and have the potential to shape their views on marriage, are often exposed to narratives of domestic violence through social media, causing a shift in their views on marriage.

Although most of them still have an interest in marriage, there is a downward trend in interest in marriage that may be influenced by perceptions formed as a result of such exposure. These findings support the results of studies showing a negative relationship between exposure to domestic violence on social media and interest in marriage among young people, which was also found in studies by Liu et al. (2018) and Cravens et al. (2015) highlighting the impact of intimate partner violence (IPV) on mental health and the decision to stay in or leave a relationship. In this context, social media not only functions as an information channel but also as a means of shaping social views and behaviours, which has the potential to alter Generation Z's perspective on marriage.

Several recent studies, such as those conducted by (Cravens et al., 2015), highlight the importance of individual narratives sharing experiences about reasons for staying in or leaving abusive relationships on social media, which opens up new understandings of the factors influencing these decisions, including social pressure and public perception. The study by (Liu et al., 2018) further explores the direct impact of domestic violence on mental health, showing an increase in depressive symptoms and suicide risk among domestic violence victims after exposure, which can indirectly influence their views on relationships, including marriage. A study by (McCauley et al., 2018) shows that domestic violence is not limited to physical violence but also includes emotional violence, which is often under-recognised by the public, adding complexity to the impact of social media on perceptions of marriage.

Meanwhile, (Rahman et al., 2024) identifies the significant influence of social media in shaping attitudes towards marriage, where the declining marriage rate in Indonesia is increasingly influenced by social media narratives regarding marriage being perceived

as unstable. Additionally, (Adebayo et al., 2022) emphasises the importance of awareness about emotional violence in marriage through social media, showing that although awareness is increasing, many still do not fully understand its long-term impact on couples. Overall, this literature describes how social media has played an important role in changing perceptions of marriage, particularly through exposure to domestic violence, both directly and indirectly, which influences Generation Z's attitudes and decisions towards the institution of marriage. The research designs used in these studies range from qualitative content analysis approaches, quantitative surveys, and data collection through social media platforms, covering various variables related to behaviour, perceptions, and psychological impacts.

Most existing research focuses more on the context of developed countries, particularly the United States and China. Research on the impact of domestic violence on social media on Generation Z's perceptions of marriage in Indonesia, particularly in Makassar, is still very limited. Understanding how cultural and social factors in Indonesia, as well as the influence of local social media, shape Generation Z's views on marriage in the context of domestic violence will make an important contribution to this literature, given the differences in cultural values within Indonesian society. Our study offers novelty in exploring the impact of domestic violence (DV) exposed on social media on Generation Z's views on marriage in Makassar, Indonesia, taking into account the unique local cultural context.

The purpose of this study is to explore the effect of exposure to stories of domestic violence on social media on Generation Z's perceptions of marriage in Makassar, taking into account the cultural and social factors that shape their views. This study aims to understand how exposure to DV narratives affects Generation Z's interest in and views on marriage, as well as to identify the long-term effects that may arise from such exposure. Based on these objectives, the main hypotheses proposed are: 1) There is a significant negative influence between exposure to stories of domestic violence on social media and Generation Z's interest in marriage in Makassar.

METHOD

This study uses a quantitative approach with a descriptive method to investigate the influence of exposure to stories of domestic violence on social media on Generation Z's interest in marriage in Makassar City. The quantitative approach was chosen to enable objective and standardised measurement of the relationship between variables (Black, 1999; Duckett, 2021), thereby providing an empirical picture of how exposure to DV content shapes the perceptions and marriage preferences of a young age group that is highly active in the digital space. The research was conducted over four months, from January to May 2025, in the city of Makassar, because this city has a large Generation Z population and a high level of social media penetration, making it relevant for measuring how digital information dynamics influence attitudes towards the institution of marriage. The research period provided sufficient time to carry out all stages of the research, from instrument development, data collection, instrument validation, to comprehensive data analysis.

The analysis unit of this research includes two variables that are operationally measured, namely the independent variable (X) in the form of *exposure to domestic violence stories on social media*, and the dependent variable (Y) in the form of *interest in marriage*. The independent variable is defined as the intensity and quality of respondents' exposure to DV narratives on digital platforms, while the dependent variable refers to respondents' tendencies, preferences, and intentions to marry within a certain period. The research population includes all Generation Z individuals in

Makassar City aged 19–28 years, numbering 276,705 people. Given the focus of the study on the influence of social media exposure, only individuals who actively use social media and have been exposed to stories of domestic violence were included as the target population. The probability sampling technique with a *simple random sampling* approach was used to ensure that each individual in the population had an equal chance of being selected (Levy & Lemeshow, 2013; Lohr, 2021) . The sample size was calculated using the Slovin formula with a 5% error rate (Susanto & Jaya, 2023; Wazdi et al., 2025) . The sample selection will be determined using Slovin as follows:

$$n = \frac{N}{1 + N e^2}$$

Explanation:

- n = sample size
- N = population size
- e = margin of error (usually 5% or 0.05)
- $n = 276,705.6$
- $e = 0.05$

$$\begin{aligned} n &= \frac{276.705,6}{1 + 276.705,6 \times (0,05)^2} \\ &= \frac{276.705,6}{1 + 276.705,6 \times 0,0025} \\ &= \frac{276.705,6}{1 + 691,764} \\ &= \frac{276.705,6}{692,764} \\ &= 399,49 \end{aligned}$$

Based on the above calculations, the required sample size is 399.49 samples. This value is then rounded up to 400 samples. The sample size is sufficient to represent the population being studied and allows for more accurate statistical analysis. This study can clearly describe the influence of exposure to stories of domestic violence on social media on the interest in marriage among Generation Z in the city of Makassar. It produced 400 respondents, a number considered representative and adequate for inferential statistical analysis.

Data collection was carried out through two sources, namely primary data and secondary data. Primary data was obtained through a Likert scale questionnaire designed to measure respondents' perceptions, exposure levels, and interest in marriage. This instrument included indicators relevant to the research variables, such as the frequency of exposure to domestic violence content, the forms of violence seen, perceptions of marriage, and the intention to marry. Secondary data was obtained through a literature review of international scientific journals, academic books, official government reports (), and previous studies on domestic violence, social media, and marriage dynamics in Indonesia. The combination of these two types of data ensures that the empirical analysis is supported by a strong and contextual theoretical framework.

All data obtained were analysed through several statistical stages using SPSS version 25, beginning with the determination of scores based on a Likert scale (1–5). Next, a validity test was conducted to ensure the suitability of the items in measuring the variable construct, using the item-total correlation (Clark & Watson, 2019) , as well as a

reliability test using Cronbach's Alpha to ensure the consistency of the instrument (α value > 0.60 is considered reliable) (Taber, 2018; Vaske et al., 2017). The data was then tested for normality using the Kolmogorov–Smirnov method to ensure that the regression model residuals were normally distributed. The assumption of linearity was tested using the linearity test by looking at the *Sig. Deviation from Linearity* value, where a value > 0.05 (Schmidt & Finan, 2018) indicates a significant linear relationship between variables X and Y. Once the regression assumptions are met, the analysis continues with simple linear regression to test the magnitude of the influence of domestic violence stories on social media on Generation Z's interest in marriage, using the model: $Y = a + bX$. This model allows for direct measurement of how much change in the dependent variable is influenced by the independent variable, while also testing the statistical significance of the relationship. Through a measurable, systematic methodological approach based on strict regression assumptions, this study ensures that the findings are valid, reliable, and have argumentative strength in line with international academic publication standards.

RESULT AND DISCUSSION

Exposure to Stories of Domestic Violence on Social Media

This study measures exposure to stories of domestic violence on social media through three main dimensions: frequency, duration, and intensity of exposure to DV content received by Generation Z in Makassar City. The first dimension, frequency, refers to how often respondents are exposed to DV stories through various social media platforms, such as Twitter, Facebook, Instagram, and TikTok. The questionnaire asked respondents to assess how often they saw content related to DV in the past week or month. Respondents were asked to choose from several options describing the frequency of exposure, ranging from "never" to "every day."

The importance of measuring the frequency, duration, and intensity of exposure to domestic violence on social media is to provide a more comprehensive picture of how significant and profound the influence of information disseminated on social media is on Generation Z's attitudes and views on marriage. These three dimensions provide an indication of how widely publicised violence can shape social perceptions and influence personal decisions, especially in the context of the decision to marry. The following table presents the findings that describe the results of measurements of the three dimensions of exposure to stories of domestic violence on social media, which were collected through a questionnaire distributed to 400 Generation Z respondents in Makassar City. This table provides a detailed overview of the frequency, duration, and intensity of exposure experienced by respondents, as well as the relationship between these dimensions and their interest in marriage.

Table 1. Distribution of Respondents Based on Viewing Stories of Domestic Violence on Social Media

No	Frequency of exposure	Frequency	Percentage
1	Very rarely	4	1
2.	Not often	14	3.5
3	Rarely	64	16
4	Frequently	219	54.8
5.	Very often	99	24.8
Total		400	100

Source: Researcher's data analysis from SPSS, 2025

Based on the data in Table 1 , it can be seen that out of 400 respondents, the majority of respondents tend to frequently view domestic violence content on social media, namely 219 people or 54.85%, and very frequently view domestic violence content on social media, namely 99 people or 24.8%. Furthermore, 64 respondents or 16% stated that they rarely view domestic violence content on social media, while 14 respondents or 3.5% stated that they do not often view it, and 4 respondents or 1% stated that they very rarely view domestic violence content on social media.

Table 2. Distribution of Respondents Based on Emotional Impact

No	Frequency of impact	Frequency	Percentage
1.	Very infrequently	7	1.8%
2.	Not often	25	6.3%
3.	Rarely	79	19.8%
4.	Frequently	194	48.5%
5.	Very often	95	23.8%
Total		400	100%

Source: Researcher's Data Analysis Results from SPSS, 2025

Based on Table 2, it can be seen that out of 400 respondents, the majority of respondents tend to frequently feel the influence of the content they see, namely 194 people or 48.5%, and 95 respondents or 23.8% feel the influence emotionally. Furthermore, 79 respondents or 19.8% stated that they very often feel this influence, while 25 respondents or 6.3% stated that they rarely feel it. The smallest group is those who very rarely feel the influence, namely 7 respondents or 1.8% of the total respondents.

The second dimension, duration, measures how long respondents are exposed to domestic violence content on social media. This duration was considered based on how much time respondents spent in a single access to information related to domestic violence, whether through articles, videos, or stories shared by friends or other users on social media platforms. This exposure duration was analysed to see whether longer access to domestic violence content was associated with changes in perceptions of marriage.

Table 3. Distribution of Respondents Based on Length of Time Watching Domestic Violence Content

No	Viewing duration	Frequency	Percentage
1.	Very rarely	8	2%
2.	Not often	69	17.3%
3.	Rarely	185	46.3%
4.	Frequently	117	29.3%
5.	Very often	21	5.3%
Total		400	100%

Source: Researcher's Data Analysis Results from SPSS, 2025

Based on Table 3, it can be seen that out of 400 respondents, the majority of respondents tend to rarely watch KDRT content, namely 185 people or 46.3%, and rarely watch KDRT content, namely 117 people or 29.3%. Furthermore, 69 respondents (17.3%) stated that they often watch such content, 21 respondents (5.3%) stated that they rarely watch such content (), while 8 respondents (2%) stated that they very rarely watch such content.

Table 4. Distribution of Respondents Based on Accessing Domestic Violence Content

No	Duration of access	Frequency	Percentage
1.	Very infrequently	33	8.3%
2.	Not often	137	34.3
3	Rarely	157	39.3%
4.	Frequently	65	16.5
5.	Very often	8	2
Total		400	100

Source: Researcher's data processing results from SPSS, 2025

Based on Table 4, it can be seen that out of 400 respondents, the majority of respondents tend to rarely access domestic violence content, namely 157 people or 39.3%, and 137 people or 34.3% of respondents stated that they do not often access it. Furthermore, 65 respondents or 16.5% stated that they often access KDRT content, while 8 respondents or 2% stated that they very often access it, and 33 respondents or 8.3% of the total respondents stated that they very rarely access it.

The third dimension, intensity, refers to the level of depth and emotional impact felt by respondents when consuming KDRT content. This intensity is measured by assessing how respondents emotionally respond to the KDRT stories they see, whether they feel disturbed, anxious, or even personally involved. This dimension focuses on the psychological effects that may occur, either directly or indirectly, as a result of exposure to DV content.

Table 5. Distribution of Respondents Based on Attention to Domestic Violence Content

No	Intensity of attention	Frequency	Percentage
1.	Very infrequently	21	5.3%
2.	Not often	95	23.8
3	Rarely	190	47.5%
4.	Frequently	78	19.5
5.	Very often	16	4%
Total		400	100%

Source: Researcher's data analysis from SPSS, 2025

Based on the data in Table 5, it can be seen that out of 400 respondents, the majority of respondents tend to rarely pay attention to domestic violence content, namely 190 people or 47.5%, and 95 people or 23.8% of respondents stated that they do not often pay attention. Furthermore, 78 respondents (19.5%) stated that they often pay

attention, while 21 respondents (5.3%) stated that they very rarely pay attention, and 16 respondents (4% of the total respondents) stated that they very often pay attention.

Table 6. Distribution of Respondents Based on Focus on Domestic Violence Content

No	Intensity of Focus	Frequency	Percentage
1	Very unfocused	13	3.3
2.	Not focused	50	12.5
3	Fairly focused	140	35
4	Focus	162	40.5
5.	Very focused	35	8.8
Total		400	100%

Source: Researcher's data processing results from SPSS, 2025

Based on the data in Table 6 (), it can be seen that out of 400 respondents, the majority of respondents tend to focus often, namely 162 people or 40.5%, and 140 people or 35% of respondents stated that they rarely focus. Furthermore, 50 respondents or 12.5% stated that they did not focus often, while 35 respondents or 8.8% stated that they focused very often, and the smallest number were respondents who did not focus very often, namely 13 respondents or 3.3% of the total respondents. The importance of measuring the frequency, duration, and intensity of exposure to domestic violence on social media is to provide a more comprehensive picture of the extent and depth of the influence of information disseminated on social media on Generation Z's attitudes and views on marriage. These three dimensions provide an indication of how widely publicised violence can shape social perceptions and influence personal decisions, especially in the context of the decision to marry. The following table presents the findings that describe the results of measurements of the three dimensions of exposure to stories of domestic violence on social media, which were collected through a questionnaire distributed to 400 Generation Z respondents in Makassar City. This table provides a detailed overview of the frequency, duration, and intensity of exposure experienced by respondents, as well as the relationship between these dimensions and their interest in marriage.

Marriage Interest Among Generation Z in Makassar City

1) Desire to Marry

Table 7. Frequency Distribution of Respondents Based on Desire to Marry Despite Social Challenges

No	Desire to Marry	Frequency	Percentage
1	Very unwilling	4	1
2.	Do not want	1	0.3
3	Rarely	73	18.3
4	Want	215	53.8%
5.	Very much want	107	26.8%
Total		400	100%

Source: Researcher's data processing results from SPSS, 2025

Based on Table 7 , it can be seen that of the 400 respondents, 215 people or 53.8% stated that they often had the desire to get married, and 107 people or 26.8% of respondents stated that they really wanted to get married. Furthermore, 73 respondents or 18.3% stated that they rarely had the desire to get married. Then, 4 respondents or 1% stated that they did not want to get married at all. The smallest number of respondents were those who did not want to get married, namely 1 person or 0.3% of the total respondents.

Table 8. Distribution of Respondents Based on Beliefs About Marriage After Witnessing Domestic Violence Cases

	Belief in Marriage	Frequency	Percentage
No			
1.	Very unsure	8	2
2.	Not sure	11	2.8
3	Rarely	90	22.5
4	Certain	178	44.5
5.	Very sure	113	28.2
Total		400	100%

Source: Researcher's Data Analysis Results from SPSS, 2025

Based on Table 8, it shows that out of 400 respondents, the majority of respondents tend to often have the belief to marry, namely 183 people or 45.8%. Furthermore, 136 people or 34% of respondents stated that they very often have the belief to marry. Then, 70 people or 17.5% of respondents stated that they rarely have the belief to marry. Meanwhile, 10 respondents or 2.5% stated that they were unsure about their belief in marriage, and the smallest number were respondents who very rarely had a belief in marriage, namely 1 person or 0.3% of the total respondents.

2) **Positive Attitudes Towards Marriage**

Table 9. Distribution of Respondents Based on Belief That Marriage Is an Important Part of Life

	Belief in marriage	Frequency	Percentage
No			
1.	Very unsure	1	0.3%
2.	Not sure	10	2.5
3	Undecided	70	17.5
4	Confident	183	45.8
5.	Very sure	136	34
Total		400	100%

Source: Researcher's Data Analysis from SPSS, 2025

Based on Table 9 above, it shows that out of 400 respondents, the majority of respondents tend to often have the belief to marry, namely 183 people or 45.8%. Furthermore, 136 people or 34% of respondents stated that they very often have the belief to marry. Then, 70 people or 17.5% of respondents stated that they were unsure

about having the belief to marry. Meanwhile, 10 respondents or 2.5% stated that they were unsure about their belief in marriage, and the smallest number were respondents who were very unsure about their belief in marriage, namely 1 person or 0.3% of the total respondents.

Table 10. Distribution of Respondents Based on Belief That Marriage Brings Happiness and Stability to a Person's Life

No	Belief that marriage brings happiness	Frequency	Percentage
1	Very unsure	0	0.0
2.	Not sure	13	3.3%
3	Unsure	105	26.3
4	Certain	162	40.5
5.	Very sure	30	30
Total		400	100%

Source: Researcher's data analysis from SPSS, 2025

Table 10 above shows that out of 400 respondents, the majority of respondents tend to frequently believe that marriage brings happiness, namely 162 people or 40.5%. Furthermore, 105 respondents or 26.3% stated that they rarely believe that marriage brings happiness. Then, 30 respondents or 7.5% stated that they very often believe this. Meanwhile, 13 respondents or 3.3% stated that they are not sure that marriage brings happiness, and the smallest number of respondents are those who very rarely believe this.

3) Preferred Age for Marriage

Table 11. Distribution of respondents based on belief in the ideal marriage age between 25-30 years old

No	Age belief	Frequency	Percentage
1.	Very unsure	1	0.3%
2.	Not sure	8	2
3	Undecided	70	17.5
4	Confident	183	45.8
5.	Very sure	138	34.5%
Total		400	100%

Source: Researcher's Data Analysis Results from SPSS, 2025

Table 11 shows that out of 400 respondents, the majority of respondents tend to frequently believe that age is related to happiness, namely 183 people or 45.8%. Furthermore, 138 people or 34.5% of respondents stated that they very often believe that age affects happiness. Then, 70 respondents or 17.5% stated that they were unsure about this. Meanwhile, 8 respondents or 2% stated that they were not sure that age is related to happiness, and the smallest number of respondents were those who were very unsure about this, namely 1 person or 0.3% of the total respondents.

Table 12. Distribution of Respondents Based on Choosing to Marry After Achieving Financial and Emotional Maturity

No	Marrying after achieving financial and maturity	Frequency	Percentage
1	Strongly disagree	0	0.0
2.	Disagree	6	1.5
3	Neutral	43	10.8
4	Agree	127	31.8
5.	Strongly agree	224	56.5%
Total		400	100%

Source: Researcher's data processing results from SPSS, 2025

Table 12 reveals that out of 400 respondents, the majority tend to strongly believe that marriage should occur after achieving financial stability, with 224 respondents or 56.5% agreeing with this statement. Furthermore, 127 respondents or 31.8% agree with this statement. Furthermore, 43 respondents or 10.8% stated that they were neutral in believing that finances influence the decision to marry. Meanwhile, 6 respondents or 1.5% stated that they did not often believe that marriage should occur after achieving financial stability, and the smallest number of respondents strongly disagreed with this belief, namely 0 respondents or 0% of the total respondents.

4) *Financial and Mental Readiness*

Table 13. Distribution of Respondents Based on Belief That Financial Readiness Is Very Important Before Marriage

No	Financial Readiness is Important Before Marriage	Frequency	Percentage
1.	Strongly disagree	0	0.0
2.	Disagree	0	0.0
3	Neutral	35	8.8
4	Agree	119	29.8
5.	Strongly agree	246	61.5%
Total		400	100%

Source: Researcher's data analysis from SPSS, 2025

Table 13 shows that out of 400 respondents, the majority of respondents strongly agree that financial readiness is important before marriage, namely 246 people or 61.5%. Furthermore, 119 respondents or 29.8% agreed with this statement. Then, 35 respondents or 8.8% were neutral in believing that financial readiness is important before marriage. There were no respondents who disagreed or strongly disagreed with this statement, as the number was 0%.

Table 14. Distribution of Respondents Based on Belief That Mental and Emotional Readiness Is Very Important Before Marriage

No	Mental Readiness is Important Before Marriage	Frequency	Percentage
1	Strongly disagree	0	0.0
2.	Disagree	1	0.3
3	Neutral	30	7.5%
4	Agree	106	26.5

5.	Strongly agree	263	65.8
Total		400	100%

Source: Researcher's Data Analysis from SPSS, 2025

Based on Table 14, out of 400 respondents, the majority of respondents tend to strongly believe that mental readiness is important before marriage, namely 263 people or 65.8%. Furthermore, 106 people or 26.5% of respondents stated that they often believe this. Then, 30 respondents or 7.5% stated that they were neutral in believing that mental readiness is important before marriage. Meanwhile, 1 respondent or 0.3% stated that they disagreed with this belief, and the smallest number of respondents strongly disagreed with this belief, namely 0 respondents or 0% of the total respondents.

The Impact of Domestic Violence Stories on Social Media on Generation Z's Interest in Marriage

One important step in regression analysis is the normality test, which aims to ensure that the residuals, i.e. the difference between the observed values and the values predicted by the model, follow a normal distribution. This assumption must be met in order for the regression model estimates to be considered valid. The normality test aims to determine whether the residual data is symmetrically distributed around the mean value, which describes a normal distribution. In this study, the normality test was conducted using two approaches, namely graphical analysis and statistical testing. Graphical analysis was conducted by observing two types of graphs: histograms and normal probability plots. Histograms were used to visually examine the data distribution. If the histogram shows a symmetrical, *bell-shaped* curve, then the data can be considered normally distributed. Meanwhile, the normal probability plot is used to check whether the data points follow a diagonal line, which indicates a normal distribution. In addition, normality testing was also performed statistically using the *Kolmogorov-Smirnov* test. In this test, the significance value (p-value) is compared to the predetermined significance level ($\alpha = 0.05$). If the p-value is greater than 0.05, the data is considered to be normally distributed, which means that the assumption of normality in the simple linear regression model is fulfilled. Based on the results of the normality test, the following results were obtained:

Table 15. Normality Test of Research Variable Questionnaire (One-Sample Kolmogorov-Smirnov Test)

		Unstandardised Residual
N		400
Normal Parameters	Mean	0.000000
	Standard Deviation	2.89194381
Most Extreme Differences	Absolute	0.041
	Positive	0.030
	Negative	-0.041

Test Statistic	0.041
Asymptotic Significance (two-tailed)	0.113

Source: Researcher's Data Analysis Results from SPSS, 2025

Based on the normality test results in Table 15 above, which were obtained using the *One-Sample Kolmogorov-Smirnov Test*, the *Asymp. Sig. (2-tailed)* value was 0.113, which is greater than the commonly used significance level of 0.05. This indicates that the residual data in this study is normally distributed, because the p-value is greater than 0.05. In other words, the assumption of normality for the residual data has been met. Therefore, this data can be used for further parametric statistical analysis, such as regression or hypothesis testing, because normal distribution allows the application of these statistical techniques. In conclusion, the results of this normality test indicate that the data used in this study meet the criteria for normality, which means that the relationship or influence of independent variables on dependent variables can be analysed accurately using parametric statistical methods.

Next, a linearity test was conducted to determine whether there was a linear relationship between the independent variable (X) and the dependent variable (Y). The basis for the linearity test decision was as follows: if the *deviation from linearity Sig.* value was >0.05 , it could be concluded that there was no significant deviation from the linear relationship between the independent and dependent variables, meaning that the relationship between the two was significantly linear. Conversely, if the deviation from linearity Sig. value is < 0.05 , then the relationship between the independent and dependent variables is not significantly linear, meaning that the assumption of linearity is not met. This is important to ensure that the regression model used is appropriate for the characteristics of the data, because if the relationship between the variables is not linear, then analysis using linear regression cannot provide accurate or reliable results. Therefore, the linearity test is a crucial step in ensuring the validity of the regression model applied in the study.

Table 16. Linearity Test of Research Variable Questionnaire ANOVA Table

ANOVA Table			Sum of Squares	df	Mean Square	F	Sig.
Interest in Marriage * Gen Z Exposure to Stories of Domestic Violence	Between Groups	(Combined)	512,003	20	25,600	1,698	<,031
		Linearity	87,538	1	87,538	5,806	<.016
		Deviation from Linearity	424,464	19	22,340	1,482	0.088
	Within Groups		5,714.195	379	15,077		
	Total		6,226,198	399			

Source: Researcher's data processing results from SPSS, 2025

Based on the linearity test results shown in Table 4.45, a *deviation from linearity* value of 0.088 was obtained, which is greater than the significance level of 0.05. This result

indicates that there is no significant deviation from the linear relationship between the variables Interest in Marriage and Gen Z Exposure to Stories of Domestic Violence. In other words, the relationship between these two variables is linear. This means that changes in the Marriage Interest variable (independent variable) will consistently correlate with changes in the Gen Z Exposure to Domestic Violence Stories variable (dependent variable) in a linear manner. In addition, in the *linearity* test, a significance value of 0.016 was obtained, which is less than 0.05, indicating that the relationship between the two variables is significantly linear. Meanwhile, a *deviation from linearity* value greater than 0.05 (namely 0.088) indicates that there is no significant deviation from the linear relationship between the two. Therefore, it can be concluded that the regression model used is reliable for describing the relationship between these independent and dependent variables, as it fulfils one of the important assumptions in regression analysis.

Table 17. Results of Pearson Correlation Test

Variable		Exposure to Stories of Domestic Violence	Gen Z Marriage Interest
Exposure to Domestic Violence Stories	Pearson Correlation	1	-0.346
	Sig. (two-tailed)		0.000
	N	400	400
Gen Z's Interest in Marriage	Pearson Correlation	-0.346	1
	Sig. (two-tailed)	.000	
	N	400	400

Source: Researcher's data processing results from SPSS, 2025

Referring to the results of the Pearson correlation test in Table 4.46, the results of the Pearson correlation test between two variables, namely Exposure to Stories of Domestic Violence and Gen Z's Interest in Marriage, show that the Pearson correlation coefficient value is -0.346, indicating a weak to moderate negative relationship between the two variables. This means that the greater the exposure to stories of domestic violence experienced by individuals, the lower their interest in marriage, or vice versa. The recorded significance value (*p-value*) is 0.000, which is much smaller than 0.05, indicating that this detected relationship is statistically significant. This means that the relationship between exposure to stories of domestic violence and Gen Z's interest in marriage is not a coincidence, but a valid and reliable finding. The sample used in this correlation test consisted of 400 respondents for each variable.

Simple linear regression was used to determine the extent to which the independent variable influences the dependent variable in a linear manner. This method was used to examine the relationship between one independent variable (exposure to stories of domestic violence) and one dependent variable (Gen Z's interest in marriage). In this case, simple linear regression allowed researchers to find patterns of relationships, determine the direction of influence (positive or negative), and calculate the extent of the independent variable's contribution. Furthermore, the results of the simple linear regression analysis can be seen in the following table:

Table 18. Simple Linear Regression Test Results

R	R Square	Adjusted R-Square	Standard Error of the Estimate
0.444	0.197	0.195	2.896

Source: Researcher's Data Processing Results from SPSS, 2025

Table 19. Simple Linear Regression Test

		B	Std. Error	Beta	t	Sig
1	Variable	10,650	1,246	-	8,548	< 0.000
	Level of Exposure to Domestic Violence Stories	0.363	0.037	0.444	9.891	< 0.000

Source: Researcher's Data Analysis Results from SPSS, 2025

Based on the results of the simple linear regression test shown in Table 4.48, it can be concluded that the level of exposure to domestic violence stories has a significant positive effect on the dependent variable. The regression coefficient value for the level of exposure to domestic violence stories is 0.363, which indicates that every one-unit increase in the level of exposure will increase the dependent variable by 0.363. The t-value for the exposure level to stories about domestic violence is 9.89, indicating that the regression coefficient is significant, with a p-value smaller than 0.05 (<0.000), which indicates a very significant effect. In addition, the Beta value of 0.444 indicates a fairly strong relationship between these variables and the dependent variable. Thus, it can be concluded that the exposure level to stories of domestic violence has a strong and significant effect on the dependent variable in this regression model.

Discussion

This study reveals that exposure to stories of domestic violence on social media has a significant effect on Generation Z's interest in marriage in Makassar City. Based on findings on the frequency dimension, the majority of respondents (54.8%) stated that they were often exposed to domestic violence content on social media, and another 24.8% said they saw stories of domestic violence very often. This exposure shows that social media plays an important role in shaping their views on marriage. The duration of exposure is also an important factor, with the majority of respondents admitting that they rarely watch DV content (46.3%), but some also spend a longer time watching it. The intensity of exposure shows that nearly 72.3% of respondents feel emotionally affected by the DV content they see, with most (48.5%) feeling affected frequently. This indicates that the greater the intensity of exposure, the greater the impact on their emotional responses and perceptions of marriage.

The results of the Pearson correlation test show a significant negative relationship between the level of exposure to domestic violence stories on social media and Generation Z's interest in marriage, with a correlation coefficient of -0.346 ($p = 0.000$). These findings indicate that the more frequently and intensely individuals are exposed to stories of domestic violence, the lower their interest in marriage. This is reinforced by the findings of simple linear regression, which shows that each one-unit increase in the level of exposure to stories of domestic violence will increase the negative effect on

interest in marriage by 0.363. With a t-value of 9.89 ($p < 0.000$), these results are statistically significant, confirming that exposure to domestic violence on social media plays a strong role in shaping marriage decisions, especially among young people. These findings show that domestic violence exposed on social media can have a profound impact on perceptions of marriage among Generation Z in Makassar City. Exposure to DV content, in terms of frequency, duration, and intensity, has a significant influence on changing attitudes towards marriage, as reflected in a decline in interest in marriage. This phenomenon illustrates how social media functions not only as a space for information, but also as an agent of change in social perceptions and personal decisions, particularly in the context of shaping views on the institution of marriage.

The findings of this study verify the assumptions in Media Exposure Theory and Cultivation Theory, which state that the intensity of media exposure can influence the audience's perceptions and attitudes towards social reality (Chock, 2011; Lai et al., 2015; McLeod et al., 2017). In this case, exposure to stories of domestic violence on social media has a significant influence on Generation Z's interest in marriage in Makassar City, as reflected in the negative correlation between the frequency and intensity of exposure to domestic violence and interest in marriage. The regression results also show that the more frequently and intensely respondents are exposed to such content, the lower their interest in marriage, confirming that media exposure serves as a greater factor in shaping social perceptions. In the context of Cultivation Theory, these findings also support the idea that social media, although more interactive than television (Shanahan & Morgan, 1999; Tirasawasdichai et al., 2022), still plays a role in constructing social perceptions about marriage, where young people exposed to stories of domestic violence tend to have negative views of the institution of marriage, similar to the concept of media shaping social reality in the long term.

The findings of this study are in line with the findings of several previous studies that examined the impact of exposure to stories of domestic violence on social media on individuals' perceptions of relationships and marriage. As found in the study by Cravens et al. (2015), which analysed Twitter users' responses to intimate partner violence, social media provides a platform for survivors to share their experiences, which in turn shapes public perceptions of violence in relationships. These findings are also consistent with the results of a study by Liu et al. (2018), which showed the significant impact of DV on individuals' mental health. As found in this study, the intensity of exposure to DV content is directly related to changes in attitudes towards marriage, with 72.3% of respondents reporting a strong emotional influence, indicating that this exposure has a long-term effect in shaping their perceptions of romantic relationships and the institution of marriage.

Furthermore, this study also reflects the results of research by Rahman et al. (2024), which noted a decline in marriage rates in Indonesia, influenced by various social and economic factors, including social media exposure. Our findings regarding the decline in interest in marriage among Generation Z alongside increasing exposure to DV on social media illustrate how social media not only disseminates information but also changes social norms about marriage. This is in line with the findings of McCauley et al. (2018) on non-physical violence, which show that although social media more often depicts physical violence, many narratives of invisible violence, such as emotional abuse, also influence marriage decisions. Overall, these findings reinforce the theory that social media not only functions as an information space but also as an agent of social change that shapes young people's views on marriage and relationships.

The implications of these research findings show that exposure to domestic violence content on social media has a significant impact on Generation Z's interest in marriage in Makassar City, which can contribute to changes in social perceptions and a decline

in interest in marriage. This confirms the important role of social media in shaping young people's views on romantic relationships and marriage, and highlights the need for more in-depth education and intervention to raise awareness of the negative effects of DV. However, this study has limitations in terms of generalising the results, as it only involved the population in Makassar City, which may not fully represent the social dynamics in other areas. Furthermore, this study focused more on the dimensions of frequency, duration, and intensity of exposure, while other factors such as individual personality and family influence were not measured in depth. For future research, it is recommended to examine other psychological and social factors that influence interest in marriage, such as belief in the institution of marriage, personal experiences with domestic violence, and the role of the family in shaping individuals' perceptions of relationships. Researchers may also consider demographic differences in examining social media exposure related to domestic violence to gain more comprehensive insights into the social effects of digital media.

CONCLUSION

This paper highlights the phenomenon of declining interest in marriage among Generation Z in Makassar City, which is influenced by exposure to stories of domestic violence on social media. Based on an analysis of the frequency, duration, and intensity of exposure to domestic violence (), this study found that the more frequent and intense Generation Z's exposure to domestic violence content, the lower their interest in marriage. These findings are supported by the results of Pearson's correlation test, which shows a significant negative relationship ($r = -0.346$, $p = 0.000$), as well as simple linear regression, which shows that an increase in exposure to DV reduces the interest in marriage by 0.363 for each unit. The significance of these findings indicates that social media functions as an agent of change in shaping social perceptions of marriage, especially among younger generations who are more active in the digital world. Although these findings provide a deep understanding of the influence of DV on social media on views of marriage, this study has limitations in terms of generalising the results because it only involved respondents from the city of Makassar. In addition, other factors that influence the decision to marry, such as family background and personal beliefs, have not been analysed in depth. Therefore, future research is recommended to examine other psychological and social factors that influence interest in marriage, as well as to develop research with a broader population in various regions of Indonesia to understand more comprehensive social dynamics.

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