



**Analisis Narasi #MarriageisScary  
Studi Kasus Pengaruh Media Sosial terhadap Keputusan Menikah**

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**ABSTRACT :**

Marriage is a very sacred bond between a man and a woman that is carried out based on the teachings of religion and the beliefs of each individual. However, the recent decline in the number of marriages is angry, influenced by various factors, both from outside and from within the individuals themselves, which cause them to choose not to get married. The National Statistics Agency captured the phenomenon of the decline in marriage in the past 5 years very significantly. Even in the last decade it has decreased by 28.6% from previous decades. The focus of this research is how the #marriageis scary phenomenon that is busy on social media has an impact on the decline in marriage in Indonesia and what can be the solution to this problem. This research uses netnography as a research method. Netnography is a special approach in conducting ethnography on the Internet, this approach adapts from traditional ethnography techniques that are usually done manually to see the phenomena that occur in society, but now we "can't help but" to use social media as an object to be researched. The core problem of the emergence of the #MarriageisScary narrative is the fear of divorce, whether caused by domestic violence, economics, shifting values that make marriage no longer scandalous and sacred, changing mindsets and fear of divorce. The existence of a community perspective in dealing with marriage problems that only exist in divorce is something that must be given additional solutions, such as pre-marital agreements or marital agreements. A marriage agreement has an important role in regulating the division of property, debts, and obligations of each party, or other matters that can be agreed upon by both parties as long as they do not challenge the applicable law. A marriage agreement is a means of legal protection, not a sign of distrust in a domestic relationship.

**Key words:** *Sosial Media, #MarriageisScary, Netnography*

## INTRODUCTION

Marriage is a very sacred bond between a man and a woman which is carried out based on the religious teachings and beliefs of each individual. However, the recent decline in the marriage rate has been angry, influenced by various factors, both from outside and from within the individual himself, which causes them to choose not to marry. One of the main factors is the emergence of a trend known as "waithood", or in Indonesian often referred to as the trend of postponing marriage. Although this phenomenon may not be so pronounced in many traditional societies, delays in marriage and the birth of children are now increasing around the world.<sup>1</sup>

<sup>1</sup> D Asokawati and ZA Utama, "Problematika Waithood Sebagai Upaya Kontrol Sosial Terhadap Persoalan Perkawinan Dalam Menekan Angka Kemiskinan", *Judge: Jurnal Hukum* (journal.cattleyadf.org, 2024), <http://www.journal.cattleyadf.org/index.php/Judge/article/view/620>

A study involving international data revealed that this phenomenon occurs globally, especially in developed countries such as France, Italy, Germany, Japan, and the United States. Demographer Philip N. Cohen points out that marriage delays, even the decline in the marriage rate itself, occur almost all over the world. In fact, today, about 89% of the world's population lives in countries with declining marriage rates. This change in marriage patterns is part of what Cohen calls a "package of demographic change," which involves increased education, higher incomes, and declining fertility rates.<sup>2</sup>



**Picture 1.1** BPS data on decline in marriage rates

The National Statistics Agency has captured the phenomenon of declining marriages in the last 5 years very significantly. Even in the last decade it has decreased by as much as 28.6% from previous decades. Because today's young generation, both men and women choose to pursue higher education, achieve a better economy before marriage, comfortable with their solitude and are afraid to have children.

In Indonesia, marriage used to be considered an important life achievement. Many people think that a person becomes more perfect and honorable if they are married. Those who are unmarried in adulthood are often seen as people who do not follow social norms, even single status can be considered a disgrace or something that needs to be ridiculed. People often feel free to talk about their unmarried personal lives, which makes marital status a measure of success in life.<sup>3</sup>

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<sup>2</sup> Ibid, 316

<sup>3</sup> Kustiantari, Dewi Rieka. Kenapa Harus Melajang? Just for Woman, (DAR! Mizan, 2007) 8

Many young people postpone marriage for various reasons. One of them is the rampant call on social media to postpone the wedding if you are not ready. According to some people, this is the best truth, but in fact this phenomenon has shifted the culture, moral values, and religious values in Indonesia. Because in recent months hashtags have been rampant #marriageiscary on social media such as Instagram, X (twitter) and TikTok. It is not without reason that this hashtag sticks out in the chatter of the younger generation, they see that marriage is not as holy and sacred as it used to be. Many of the married couples break their promises with betrayal, physical violence and even murder, economic needs that are getting more and more numerous, few jobs and the demands of the modern world are so many and considered a necessity.

Research on postponing marriage has been carried out with different focus of discussion. Research conducted by Rani Wulandari (2023) titled *Waithood: Trends in Postponing Marriage in Women in South Sulawesi* revealed that the concept of waithood is an option for many women in South Sulawesi as a reason to postpone marriage. The study also identified the various impacts that can arise as a result of the election to postpone the marriage. In general, the people of South Sulawesi, especially the Bugis tribe, still hold fast to the traditional tradition that views marriage as a very important thing and in accordance with their local beliefs.

Another study conducted by Herliana Riska and Nur Khasanah (2023) on *Factors Affecting the Phenomenon of Postponing Marriage in Generation Z* explains that the waithood phenomenon is now widely lived by Generation Z. The main factors that encourage them to postpone marriage are the desire to continue their education to a higher level and focus on a growing career. While postponing marriage provides more opportunities for personal and professional development, it also has a negative impact, especially in social and psychological aspects for Generation Z. Therefore, it is important to help this generation understand that marriage is not the only way to achieve happiness and success, as well as provide support so that they can face any social pressures that may arise.

Another research by Dewinta Asokawati and Zain Arfin Utama (2024) entitled *Waithood Problems as an Effort to Control Social Marriage Issues in Reducing Poverty Rates* states that the waithood phenomenon is used as one of the social control strategies to reduce poverty rates. Although waithood plays a role in lowering marriage rates and, indirectly, potentially reducing poverty, this study confirms that the factors for reducing marriage and poverty in Indonesian society are more complex, with waithood being only one of the factors that affect.

Previous research has trended changes in existing cultural values, when young people choose to postpone marriage or even not get married at all due to various factors, or more often

called waithood, but what is the focus of this research is how the phenomenon of #marriageis scary that is crowded on social media has an impact on the decline in the marriage rate in Indonesia and what can be a solution to this problem.

## **Methods**

This study uses netnography as a research method. Netnography is a qualitative research, which is a type of research that is carried out with the aim of understanding a phenomenon that occurs in society such as behavior, responses, factors of new culture, motivation, and actions taken by the research subject, qualitative research uses several scientific methods to obtain verbal descriptions of the experiences that occur in the research subject. Researchers in this study used social media such as Instagram, X (twitter) and Tiktok as research objects and viewed them from the lens of netnography.

Netnography is a special approach in conducting ethnography on the Internet, this approach adapts from traditional ethnography techniques that are usually done manually to see the phenomena that occur in society, but now we "can't help but use" social media as an object that must be researched. Because at this time, social media cannot be separated from the lives of modern humans, we can see their lives only from the screen. The Netnography approach is basically quite simple to do. Researchers can focus and shape questions aimed at the audience, or use search engines such as Google or Chrome to search for phenomena on the Internet. Collections and analyses are carried out simultaneously and questions develop according to the direction of the research.

The overall netnography method is carried out by 1) Entrée (identifying or selecting social media communities that are in accordance with the research being conducted), 2) Data Collection which usually includes interviews and observations, in netnography there are three different types of data, namely archives, elicitation data, and field record data, 3) The data analysis stage with coding (adding codes or categories to the data taken from field records), Data annotation, Abstracting and Comparing, Checking and Refinement, Generalizing, and Teorizing. 4) Member Checking is the presentation of research data that has been obtained in a finished form that can be read by informants to get feedback. <sup>4</sup>

## **Result**

**The Role of Influencers in Shaping Marriage Perception** (The Impact of Wedding Images Displayed on Social Media)

**a. @arie\_rieyanthi (DCO source : instagram)**

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<sup>4</sup> Mulawarman, Kamayanti, dkk "NETROGRAPHY: Understanding to Constructing Social Reality" (Malang, Peneleh, 2021) 75-81



**Picture 2.1** Arie\_Riyanthie

Through @arie\_riyanthie Instagram account, netizens can enjoy content that shows Arie's daily activities as one of the brand ambassadors of one beauty product. Arie is a content creator in the beauty field so many of her account connoisseurs are women. Netizens can watch various activities shared by Arie, ranging from her activities that like to travel, interactions with friends and several famous artists, to her activities of marketing beauty products. With a background as a career woman, Retno colors her social media accounts with her daily work and does not expose much to her home life. Occasionally he uploads photos with his family where he has been married for 16 years and has three children.

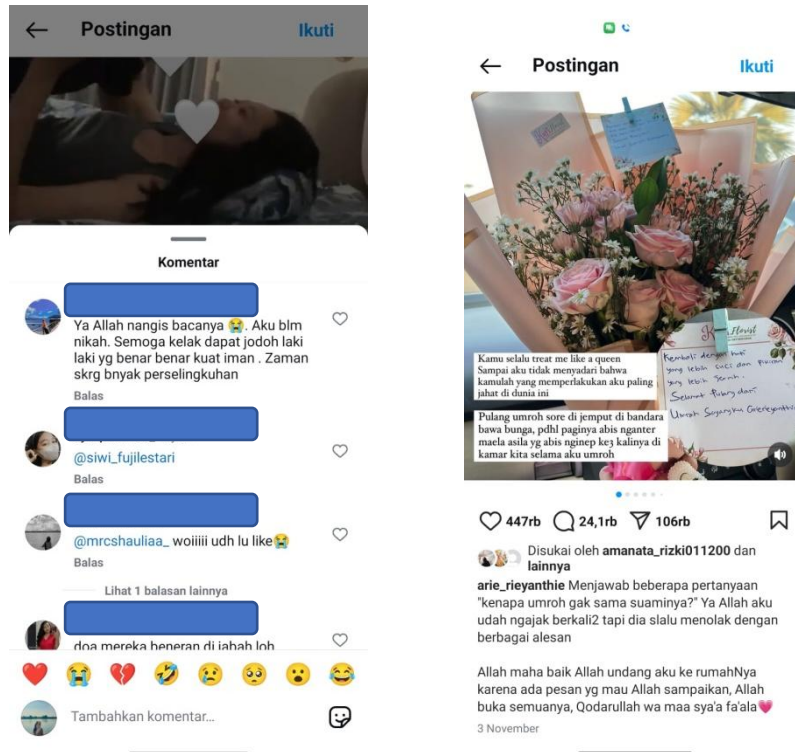
Arie Riyanthie is like women in general who like to share daily activities with documentation both in the form of photos and videos, until then her Instagram account has uploaded as many as 2,987 posts with various content, and has 585 thousand followers, this will certainly affect the interest and enthusiasm of netizens to listen and follow her social media activities.



**Picture 2.2** @arie\_riyanthi post about his domestic case

Arie's post, which shows an unusual incident that her husband did with a woman, contained an outpouring of her heart which was uploaded with the aim of "providing a deterrent effect" to the infidelity carried out by her husband. In the post, it was told that there had been an affair between Arie's husband and a woman which was carried out in his own house. This happened when Arie was abroad to carry out the Umrah pilgrimage.

This post elicited an affective response from netizens and reached up to 1.3 million likes. This post also raised up to 173 thousand comments showing concern over the incident that befell Arie and condemning Arie's husband's actions. Many also in the comments mentioned fears about marriage such as "which other man can be trusted", "it turns out that Marriage is scary really exists", and many more netizens who expressed their hearts and anxieties over the condition of the household. From these comments, many also showed a behavioral response that showed their fear of getting married and caused a sense of apprehension towards their partner.

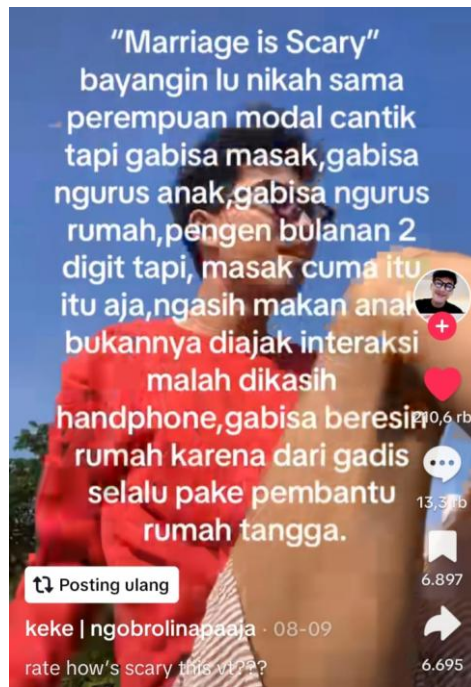


Picture 2.3 Interpret the DCO

In the next post, where Arie uploaded a photo of a flower shipment from her husband, a photo of them together with their children before leaving for Umrah, and the happiness that made Arie not expect an affair. Arie narrated that she had given an invitation to go to perform Umrah together but Arie's husband refused all these invitations, even when returning from Umrah Arie still received romantic treatment from her husband by narrating her "treat like a queen". From this post, Arie said that the value Arie wanted to convey was not to ask for pity, but with the aim of providing a deterrent and educational effect to maintain communication and closeness with the partner.

This post elicited a behavioral response, with comments stating that in the future they would be careful in choosing a partner and praying to be kept away from the same act. In addition, several other comments also affirmed that they would be careful in choosing a partner with the addition of some opinions as additional information.

**b. @keke | ngobrolinapaaja (DCO source: TikTok)**



**Picture 2.4** Interpret the DCO

The crowd of public opinions about #marriageis scary does not only occur on one platform. Researchers found the magnitude of public opinion regarding this marriage problem. One of them was also found on the TikTok platform with the keyword marriage is scary as uploaded by the @keke | ngobrolinapaaja account. Which was revealed in the form of a video that was crowded to reach 210.6 thousand likes and received 13.3 thousand comment responses, not only that the video has also been reshared up to 6,695 times. In the video, Keke said that Marriage is scary is not only felt by women but also felt by men. The fear felt was the lack of willingness to cooperate in the household.

Keke wrote, "Marriage is scary, imagine marrying a beautiful woman but can't cook, can't take care of children, can't take care of the house, want a 2-digit monthly but cook That's it, feeding children instead of interaction is given a cellphone, can't clean the house because girls always use housekeepers". This video certainly caused a lot of comments, ranging from affective responses in the form of comments that affirmed "I'm a girl, but I agree with him", "that's right, because what she calls basic skills. If the wife wants her husband to help with the housework, the wife must also be able to do it first". But not a few also gave a negative response from the video "lu looking for a wife what to look for a maid", "but the housework is not only taken care of by girls".

From the thousands of comments that there were, behavioral responses were also formed from netizens. Many of them have the desire to be and get equal. There are those who argue that "marrigae is scary if both of them are not ready for anything", this comment got 16.3



thousand likes and received a behavioral response in the form of an invitation to prepare yourself as best as possible when becoming a couple, not only that netizens also shared their life stories that they could continue to do their hobbies when they were girls, still be able to serve their husbands, take care of children, and also have a career, according to her it could happen because of the support and assistance from her husband. Even netizens have tagged other users as a form of invitation to do the same. Providing the value of togetherness and cohesiveness in the household.

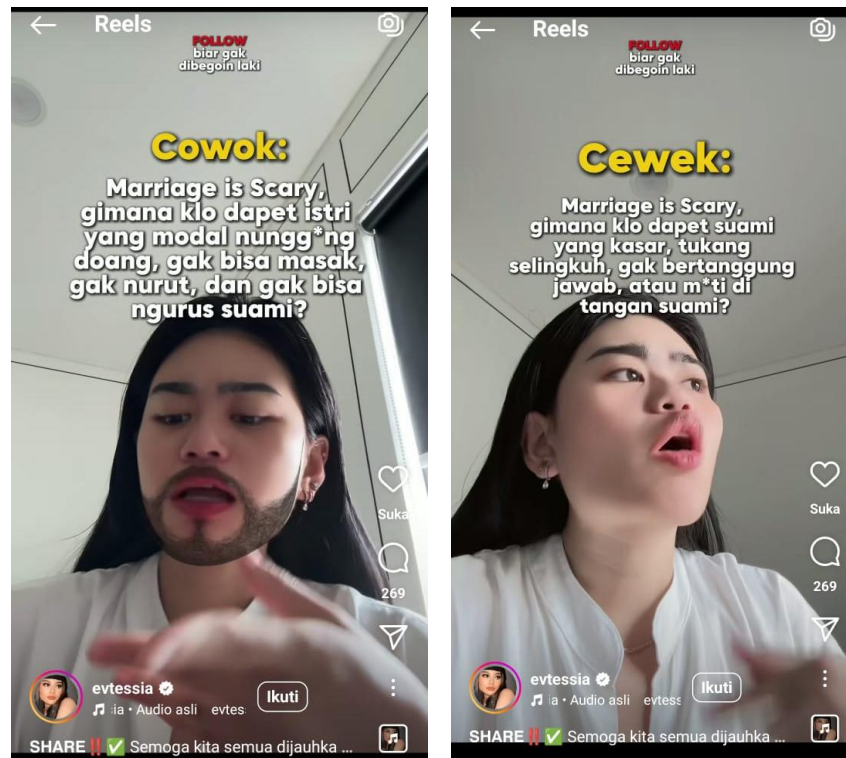
c. **@evtessia (DCO source: Instagram)**



Picture 2.5 Profil Akun @evtessia

An account with the username @evtessia is an account with a professional definition of a digital creator and whose full name is Evangelina Tessia Pricilla. A content creator and author of several books. Evtessia actively voices about rights and how women should behave in the present, until in her bio profile Evtessia wrote #wanitahebat. The value that can be taken from this @evtessia account is an invitation to become a strong woman who does not sit on feelings. The invitation to voice women's rights was also widely mentioned in her account, where this term is widely known as high value woman. The term high value woman is a term to describe women who have high quality and self-worth so that they are often associated with women who have special characteristics and become the dream of men.

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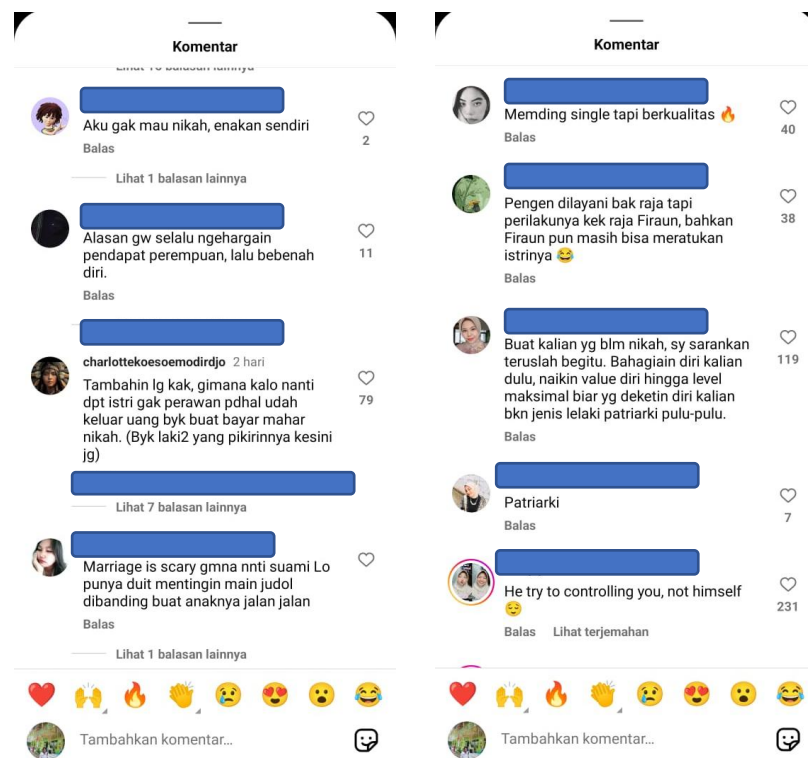


Picture 2.6 Post about #marriageis scary

In one of the posts, Evtessia uploaded a video saying that Marriage is scary which reveals the fear of getting married experienced by men and women. In the post, Evtessia wrote that for women who are afraid of getting married is about the husband's behavior towards his wife, "how do you get a husband who is rude, cheaters, irresponsible, or m\*ati in the hands of his husband?". Then in the next minute Evtessia wrote that the fear of marriage for men is about the role of a wife who cannot be relied on in any case "how do you get a wife who is only can get a s\*x, can't cook, can't obey, and can't take care of her husband?". The video was crowded and elicited affective reactions in the form of likes and comments until it received an engagement rate of up to 313,073 views and likes, and was enlivened with 269 comments from netizens.

In addition to getting an affective reaction, the video also received a behavioral response from netizens by commenting that it is better to be alone than to get married, and not

a few who comment in the future will continue to be happy themselves and not depend on others even if it is a husband.



In Evtessia's post, several comments were also found that led to the statement that marriage is scary. There are comments "I don't want to get married, it's good for myself", "mending single but quality". These comments also received responses and affirmations from several other netizens by giving likes to the comments. This shows that marriage is scary is still a big problem in today's young generation. However, if analyzed from other posts, it is not uncommon for netizens who comment to give advice from these problems, one of which is to be careful in choosing a partner, and not hesitate to communicate things that are not suitable or hurt each other.

### **Analysis of the Factors That Formed the #MarriageisScary Narrative**

One of the affirmations of the birth of the #MarriageisScary narrative is the development of digitalization, namely the presence of social media. This narrative is a representation or manifestation of doubts, fears, and anxieties about the condition of the marriage that can never be predicted before. Of course, this phenomenon is not something that happens spontaneously and suddenly, but is also influenced by several social, cultural, and psychological factors that are interconnected. The birth of social media which functions as a space where various life experiences are shared openly and can be accessed by all walks of life. In many cases, the narrative about marriage is presented more in the form of bad experiences, failures in

relationships, and difficulties in the household. This certainly causes individuals to form thought constructions that cause fear and doubt in the face of marriage.

After seeing the reality of internet users on the Instagram platform, he was led to focus on seeing the household problems of celebrities who were destroyed due to infidelity and domestic violence. So it seems as if we are taught not to trust marriage, because our partner may have an affair and will hurt us in the end. Perpetrators of infidelity today are greatly facilitated by applications in which people "sell" themselves, and places that provide "temporary companions" to have fun. Actually, the basis of domestic violence also includes infidelity, as mentioned in Law No. 23 of 2004 concerning the Elimination of Domestic Violence, article 4 paragraph 2 which reads "Domestic violence as referred to in paragraph (1) includes physical violence, psychological violence, sexual violence and domestic neglect". Researchers believe that infidelity is included in psychological violence whose impact is very bad on the victim.

One of the main reasons behind the postponement or even avoidance of marriage among young people is financial problems. In an uncertain economic situation and rising inflation, many individuals from the youth feel burdened with quite heavy financial problems. Large financial obligations, such as high education costs, housing needs, and other responsibilities, make marriage a difficult step to do. The considerable initial costs of marriage, such as expenses for parties, dowries, and household appliances, as well as additional expenses after marriage, such as health expenses, living expenses, and investments for the future, further make it clear that the decision to get married requires careful financial preparation. Therefore, the postponement of marriage due to financial factors reflects the social and economic realities faced by youth in Indonesia. In contrast to previous generations, young people tend to be more aware of the importance of financial stability before taking big steps like marriage. With huge education debt and increasingly competitive work in the workforce, many of them feel the need to ensure a strong financial foundation before considering marriage. In addition, the high cost associated with marriage itself is a very significant consideration.

The core of the problem of the emergence of #MarriageisScary narrative is the fear of divorce, both caused by domestic violence, the economy, the shift in values that make marriage no longer sacred and sacred, a change in mindset and the fear of divorce. Divorce has now become a common thing and is not as embarrassing as it used to be, all issues/problems that arise are the result of increased awareness. In the past, women were taught to "mikul dhuwur mendem njero" or to uphold the honor of the family and keep its ugliness a secret. But now they can speak up to get the injustice felt.

**Table 2.1** Summary of Findings

Rincian Domain	Domain	Deskripsi	Nilai
@Arie_Riyanthie	Infidelity	The strong narrative of marriage is scary is supported by the existence of victims who expose the slumped condition of the family and come from influence.	Betrayal
	No viral no justice	The existence of an incessant of women who voice domestic problems is none other than to provide a deterrent effect and get justice.	
@Keke ngobrolinapaaja	Opinion	Giving the reason for the existence of #marriageisscay for men is that the fear of women when married is not in accordance with expectations.	Fear, Doubt, Disappointment
	solution	There is hope from the younger generation to face #marriageiscary	Togetherness, cohesiveness
	Pros and cons	Comments in the form of affirmations and criticisms of opinions regarding their respective roles in the household	Controversy, Resistance
@evtessia	Domestic Violence	Fear of marriage for fear of abusive treatment by	Violence

		husband.	
	Doctrine	More women are #marriageisscary doctrine. No solution found to overcome.	Alignments
	Comparison	Differences in reasons between men and women against #marrigaeisscary	

Social media does tend to reinforce certain social norms, including relationships and marriage. So that this social media has a great impact on the formation of reality in society. Social media users get more stories of failures in marriage, and the openness to convey their hearts makes domestic conflicts a crisp chat to share which is then not concluded properly and forms the perception that marriage is something full of uncertainty, risk, and only ends in divorce. So social media, especially hashtags like #MarriageisScary, plays a role in shaping an individual's view of marriage. From the analysis of content creators and their interactions with the audience, it can be seen the extent to which social media plays a role in strengthening or alleviating fear of marriage among their audience. The existence of a community perspective in dealing with marriage problems only exists in divorce is something that must be given additional solutions. Of course, in solving problems in marriage, divorce is not the only solution that can be done.

The psychological factor of postponing marriage for adults who are outwardly very appropriate and able to get married but choose to postpone marriage or even have a desire not to get married at all, can be caused by several of these things:

- Personality, if the person is aware of having a high level of emotion and cannot control it fully so that causes him to choose to postpone the marriage. Adult humans who already have emotional maturity can give each other affection (the need for love and affection) to their partners, which is a key aspect of domestic harmony.
- Education and intelligence level are indispensable in finding a partner, a person with a high education will be very selective in choosing their future partner, because they are aware that what they will live is not short-term, but forever. <sup>5</sup>
- Past trauma, trauma can be the cause of a person not wanting to get married because they often receive verbal, psychological and physical violence from their loved ones, be it

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<sup>5</sup> Diana, R. Rachmy. "PENUNDAAN PERNIKAHAN: FERSPEKTIFISLAM DAN PSIKOLOGI." *Jurnal Psikologi Vol. 1 No. 2 Desember 2008*

parents, or partners. The verbal violence experienced was in the form of abusive words, dirty words, and derogatory words that made the victim lose confidence.

Psychological violence is experienced when feeling betrayed by their lover, emotionally affected, threatened so that the victim feels depressed and has no self-esteem. Physical violence such as being grabbed, punched, slammed and other physical violence. As a result, a person who is a victim of violence feels anxious, worried and afraid to establish a relationship with another person, especially getting married. Trauma is not only when she is a victim, but it can also be when she sees an incident that makes her afraid to get married. <sup>6</sup>

### ***Prenuptial Agreement as a solution #MarriageisScary***

Marriage agreements are still considered sensitive by some Indonesian people, especially because they are often associated with mistrust between couples. Even so, the marriage agreement actually aims to protect the rights and interests of each party in domestic life, both in terms of property and obligations.

Arrangement of Marriage Agreement in Law in Indonesia:

#### 1. Kompilasi Hukum Islam (KHI):

- Article 45 of the KHI mentions two types of marriage agreements that can be carried out:

1. Taklik Talak: A specific agreement regarding divorce if certain conditions are violated by one of the parties.
2. Other Agreements: As long as they do not conflict with Islamic law.<sup>7</sup>

#### 2. Book of Undang-Undang Hukum Perdata (KUHPperdata):

Articles 139 to 154 of KUHPperdata that prospective husband and wife can make a marriage agreement that deviates from the provisions regarding the union of property, provided that: It does not violate morals and public order and is made in the form of a notary deed at the time of the marriage.<sup>8</sup>

Pasal 147 KUHPperdata emphasized that if the agreement is not made in the form of a notary deed or made after the marriage takes place, then the agreement is null and void. The agreement can only be amended with the consent of both parties without prejudice to the third party.

#### 3. Marriage Law No. 1 of 1974:

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<sup>6</sup> Istiqomah, Nanda, and Mochamad Akbar Bangkit. "Faktor-Faktor Yang Mempengaruhi Penundaan Pernikahan Rentang Usia 28-40 Tahun." *Al-Isyraf: Jurnal Bimbingan Konseling Islam* 6.1 (2024)

<sup>7</sup> Kompilasi Hukum Islam, (Yogyakarta:Pustaka Widyatama, 2004), hlm.7

<sup>8</sup> Tim Redaksi BIP, Himpunan Peraturan Undang-Undang KUHPer (Kitab Undang- Undang Hukum Perdata), (Jakarta: Penerbit Bhuana Ilmu Populer, 2017),hlm. 57

Pasal 29 explain that:

1. A marriage agreement must be made before the marriage takes place, on the basis of mutual consent, and ratified by the Marriage Registration Officer.
2. This agreement must not violate laws, religions, or moral norms.
3. Valid from the time the marriage takes place.
4. During the marriage, this agreement cannot be changed unless there is a mutual agreement and does not harm the third party.<sup>9</sup>

The marriage agreement has an important role in regulating the distribution of property, debts, and obligations of each party, or other things that according to the couple can cause quarrels later can be written in the agreement with notes that must be agreed upon by both parties, which aims to prevent future conflicts. Examples of marriage agreement points needed now are:

- If the husband or wife commits physical violence continuously, it must be criminalized in accordance with the applicable law
- If the husband/wife cheats and prefers the third party, then all the common property that has been obtained falls to the victim of infidelity, child custody is taken care of by the perpetrator/victim of infidelity
- If the husband/wife has personal debts that are not for the needs of the two of them, then the debt is borne by themselves
- After the marriage contract is held, the husband and wife must live separately with their parents
- Wives can work or not when married
- How many children do you have and the responsibility of taking care of children must be done together, etc.

This also provides legal clarity in the event of a divorce or problems involving a third party. However, there are still negative assumptions in the community, indicating the need for further education about the importance of marriage agreements as a tool of legal protection, not a sign of distrust in domestic relationships.

### **Conclusion**

Social media tends to reinforce a certain social norm, in this case there is a narrative about #MarriageisScary. This social media has a great impact on the formation of reality in society. Social media users get more stories of failure in marriage, marital problems such as economy, infidelity, violence, differences in mindset between couples so that they form the perception that

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<sup>9</sup> Undang-undang nomor 1 tahun 1974 tentang Perkawinan bab 5



marriage is terrible. With the birth of this narrative, the most significant impact felt is the postponement of marriage or even the decision not to get married. The researcher himself argues that marriage is a nature from God, because humans are created in pairs and complement each other. So getting married is important for the stability of the human population in a country. Indonesia itself provides a solution that has actually been in effect for a very long time, but it is still taboo to practice, namely a prenuptial agreement. A prenuptial agreement can discuss fears that may arise in married life later, such as joint property, the rights and obligations of the spouses, how to resolve conflicts, what both parties want in their married life later. Prenuptial agreements also have legal force that makes it easier for couples to make legal decisions.

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