

## The Potential for Animation for Educating Society on the Dangers of Early Marriage: Preliminary Study

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### Abstract

*Early marriage is an issue that needs to be addressed immediately in order to maintain the stability of individual household ages. One of these efforts can be carried out by campaigning for the prevention of early marriage in po-syandu units in villages. Therefore, this study aims to identify the need and potential for using animated media to campaign for the prevention of early marriage. This research is included in the needs analysis research with the type of research being qualitative, followed by instruments for collecting data, namely observation sheets and a list of questions for interviews. The research subjects consisted of informants and residents. The data analysis technique was carried out descriptively. The results of this research succeeded in showing that, as a whole, residents need a media to serve as their main source of information in understanding the dangers of early marriage, bearing in mind that they also do not really understand what is meant by early marriage. The hope is that when residents understand the dangers of early marriage which are published in animation-based information media, there will be a decrease in the number of early marriages because parents already have an initial concept of the dangers. It is hoped that this research can become the basis for the development of an innovative animation media product as a means for residents to understand the impacts and dangers of early marriage.*

**Keywords:** animation, early marriage, media, posyandu

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## INTRODUCTION

Lately, underage marriages are increasingly worrying. It can even be said, every seven seconds there is a girl under 15 years old who is allowed to marry early. Early marriage is a marriage that occurs with a vulnerable age under 18 years whose preparation target has not been said to be optimal both physically, mentally and materially, even though economically the couple of early marriage is sufficient, but does not guarantee that someone can be responsible for his family, while what is needed in marriage is good mental maturity and readiness (Sari & Puspitari, 2022). Early marriage is a formal or informal marriage performed under the age of 18 (Rustiana et al., 2020). Early marriage is a marriage carried out by a man and a woman, both of whom are under the minimum age regulated by law (Liesmayani et al., 2022). Early marriage is a bond made by someone who is still at a young age or puberty.

According to the BKKBN (National Population and Family Planning Agency) the problems faced by couples who marry early apart from having many children, usually marriages do not last long (Albab & Pratiwirum, 2022). In the case of early marriage, many impacts occur, one of which is the low quality of the family, in terms of physical unpreparedness in dealing with household social or economic problems, as well as physical readiness for prospective teenage mothers in conceiving and giving birth to their babies (SYALIS & Nurwati, 2020), (Albab & Pratiwirum, 2022).

Many people do not know the impact of early marriage. This is partly due to the limited media that inform it. Until now, the media that have been published by BKKBN are only in the form of books and posters. In addition, there is still a lot of information presented about the impact of early marriage in several articles circulating in print and online media. In addition, the problem of early marriage, is that the media that is more often used to convey messages to the public is only limited to campaign advertisements using poster media. This phenomenon proves that there is still a lack of media information about early marriage that is easily accessible to the public. Based on observations, one of the media that is currently in demand by the public is in the form of video-based animation media. It is undeniable that as a tool to help convey messages, the existence of media in the form of animation will be easier for recipients of information to understand (Darmawan & Yuwaningsih, 2021). Explanation of material or information about early marriage will not be boring or monotonous, but using various media will certainly attract the attention of students or users. The benefit of the media in the process of delivering information or material is also to create meaningfulness in understanding information and making it easier to remember material that is useful for students (Nindya et al., 2020), (Ferdianto & Setiyani, 2018).

Social campaigns can involve the use of mass media, such as advertisements, articles or social media, to convey information about the dangers of early marriage to the wider community. Peer-to-peer training involves an approach in which youth who have experienced early marriage provide information and understanding to other youth about the consequences and risks associated with early marriage. Formal education programs can be carried out in schools or educational institutions that provide a special curriculum that addresses the dangers of early marriage in depth. However, in the context of educating the public about the dangers of early marriage, animated video media has a significant advantage compared to other alternatives. Animated video media is able to present information visually in an interesting and captivating way. Animation can visualize negative situations, emotions and impacts associated with early marriage in a way that is not possible with other media (Rahmawati & Ramadan, 2021). This uniqueness helps attract people's attention, keeps them engaged, and emotionally connected to the content being delivered. In addition, animations can be adapted to reach different types of audiences, including youth, adults and different communities, using elements that are relevant and effective in conveying prevention

messages (So et al., 2019). Animated video media is basically a learning media that contains a series of images that form a movement originating from a collection of various objects such as images, writing, sound and so on which are systematically arranged and can later move according to the path set at any given time (Sovia et al., 2019). The use of animated media in learning serves to attract students' attention to learning so that it can provide a faster understanding (Shofiyah et al., 2020). The use of learning animation videos will make the process of delivering material more effective because it can overcome the limitations of space and time, help explain abstract concepts, so that it will be easier to implement knowledge or information (I Made Mahendra Saputra & Ida Bagus Surya Manuaba, 2021).

Referring to various findings from field facts and findings from various research results, this study aims to identify the need for animation as one of the media innovations for conveying information to residents as an effort to prevent early marriage.

### METHODS

This type of research is included in qualitative research with a descriptive type (Sugiyono, 2016). On this research occasion, the data collection technique will consist of observing the implementation of socialization about early marriage at posyandu, as well as interviewing informants or research subjects. Meanwhile, the instruments used were observation sheets and interview sheets which focuses on the aspect of gathering information regarding the use of socialization media, and how the residents respond to the information conveyed by the posyandu guard whose instruments referred to similar research regarding exploration and needs analysis that had been carried out by (Nasrulloh & Ismail, 2018),(Widya et al., 2021).

The research subjects were 3 officers at the posyandu and those in Sumberjo Village, Bojonegoro Regency, who as a whole were selected using the Purposive Sampling Technique (Anggito & Setiawan, 2018). Researchers determine the sample criteria in collecting data. Based on the type of data to be collected, researchers determine the objects used as data sources in research in the form of humans, documents, objects and so on. Meanwhile, the data analysis technique used is data triangulation. This stage will be completed when saturated data has been found from the two data collection techniques that are being carried out (I Gunawan, 2013).

### RESULTS AND DISCUSSIONS

In this study, a data collection process was carried out which was carried out in This section will explain the results of identification through the process of observing activities or activities at Posyandu in general, as well as providing information about early marriage. The results of the observations have been analyzed based on the facts obtained from observations at the posyandu which are summarized in table 1 below.

**Figure 1. Observations at Posyandu**

No.	Analysis of Observational Findings
1.	Officers at the posyandu provide information verbally to residents
2.	Residents were only given information in the form of A4 size posters/flyers
3.	There is no interactive communication between residents and posyandu officers
4.	Residents have smartphones and receive announcements from village posyandu officers regarding an activity
5.	At the Posyandu location there are electronic / digital facilities such as TV and computers

From the results of the analysis of the findings during the observation, information was obtained that the activities and officers at the Posyandu were the main source of

information owned by the residents, while the activities at the Posyandu were taking place, the focus residents immediately came and carried out activities according to the Posyandu agenda without being curious about other things. , so practically what happens in the field is coming to the Posyandu to do an examination and then returning home after finishing. This certainly shows that the posyandu's role in providing outreach to residents has not been optimal, because they only focused on the activity agenda that was taking place at that time. In fact, in the posyandu there are computers and television which can be used as a device to provide information digitally. Even though residents have also been given information on a health topic in a poster/flyer format.

Other information was also obtained from the results of interviews with information, namely posyandu officers. The results of the analysis of the findings of interviews with 3 posyandu officers and residents who visited the posyandu who were on duty are as follows.

- 1) They think that the work done is in accordance with the operational standards of work.
- 2) Carry out activities at posyandu according to a predetermined routine agenda
- 3) The media for conveying information to residents tend to be verbal, and posters.
- 4) The main sources of information are still not integrated, information websites are still separated from each other
- 5) The understanding of residents about early marriage is still very low
- 6) Residents feel happy if there is video media that makes it easier for them to find out about health information
- 7) Most residents and Posyandu staff have digital devices such as smartphones

From the results of these interviews, it can be concluded that residents' understanding of early marriage is still low, the majority of them really do not understand that marrying off their sons or daughters at a young age is a risky act. The lack of time to socialize about the dangers of early marriage is also an obstacle, where posyandu officers are always guided by the routine agenda that has been determined, so that in one posyandu activity of course they cannot add other sudden agendas without planning. Referring to the research findings above, it can be realized that residents need a media for them to understand information about public health, one of which is about early marriage. This is also supported by the opinion of residents who are happy if media information is provided in the form of videos for them to watch as a source of information about public health. One of the materials for learning that can be accessed by residents is video media based on animation about early marriage material (Albab & Pratiwirum, 2022).

Posyandu officers and related agencies need to provide media that suits the needs of residents in understanding the material and a simple media to use so that a sense of independent learning arises (Liesmayani et al., 2022), so that residents can be responsible for their duties as parents who understand the dangers of early marriage. This is indeed a challenge for posyandu officers and related agencies, but achieving an understanding of the dangers of early marriage is of course to be able to reduce the rise in the number of early marriages (Nasution & Casmini, 2020). As in the findings of observations which show that digital devices such as computers and TV monitor screens are already available which cannot be utilized optimally for socialization.

Therefore, animated media will be one of the media that has great potential to be distributed to citizens in order to provide them with an understanding of the dangers of early marriage. Some of the advantages gained from using animation media are easy to focus, easier to understand information and not get bored quickly (Wijayanti et al., 2023), (Amelia et al., 2021). With the presence of socialization media innovations in this

animated format, of course it will be able to optimize the various devices that are already available at the posyandu. From the various findings and results of the analysis above, the provision of this animation is an option that can be used for the information dissemination process to residents in order to obtain valid and quality information (Harjono et al., 2020). Based on this, concerns about the high rate of early marriage will slowly be overcome because residents already have an initial understanding of the dangers of early marriage for their sons and daughters. The development or application of animated media can also project the integration of the use of technology in conveying information digitally to citizens in today's technological era.

### CONCLUSION

Referring to the results of the needs analysis and findings in the field, it was concluded that residents had a low understanding of early marriage, which was due to the absence of information that they could access, only the main source of information, namely Posyandu officers, and no media for residents to understand what is early marriage. Because they were only given posters to find out health information or routine posyandu agendas. Thus, an innovation that can be developed is to create animated media as a medium to socialize the importance of preventing early marriage so that residents understand the dangers. This research is still limited to preliminary studies and needs exploration. Therefore, there is a need for further research in order to be able to develop animation media that can really provide an understanding to residents about the dangers of early marriage.

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