

HEALTH COMMUNICATION LITERACY OF ADOLESCENT REPRODUCTIVE SYSTEM IN BANTUL REGENCY YOGYAKARTA

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Abstract

The phenomenon of early marriage in Indonesia seems to be shared. Indonesia is the second-highest country in ASEAN in the level of early marriage. Bantul Regency, as part of the Special Region of Yogyakarta Province, faces a similar problem, early marriage rates are relatively high. This is crucial because early marriage is vulnerable to various problems, including physical and mental health problems. This research focuses on the level of youth literacy in the Banguntapan village, Bantul Regency, about sex education. Besides, this research also focuses on health communication by the government to educate adolescents related to sex education. The design of this study is qualitative, data collection techniques carried out with Content Analysis, In-Depth Interview, and Focused Group Discussion. The data analysis technique used is a cross-site analysis. The validity test in this study uses source triangulation and method triangulation. The results showed that the literacy culture of adolescents in Banguntapan village is still low; adolescents cannot yet understand sex education. Even so, the government has conducted health communication that focuses on the dangers and effects of sexual relations at an early age.

Keywords: Digital Literacy, Health Communication, Sex Education, Early Marriage.

INTRODUCTION

The phenomenon of early marriage in Indonesia is common. Even the problem of child marriage in Indonesia is relatively severe. Indonesia ranks second highest in Southeast Asia in this case (okezone, 2015). In 2018, out of 627 million Indonesians, 11.2% of women were married aged 20-24. Meanwhile, the marriage for women who were less than 17 years old was 4.8%. Marriage for children under 16 years of age is around 1.8%, and the percentage of child marriage under 15 years of age is 0.6%. Accumulated, one of nine girls younger than 18 years old choose to do the early marriage. (Rahmawati, 2020).

Early marriage cannot be separated from several factors that influence. One of the factors is a tradition in the area that passed down from generation to generation, which considers marriage at the age of children as a natural thing. Similarly, the exploitative culture of children, which makes children helpless to face the will of adults, both parents who want the marriage, and those who want to marry with the children (Istiqomah, 2014, p. 84). Another more complicated factor is the promiscuity that causing a "married by accident", this factor is the crucial point in this research.

This research highlights early marriage in the Banguntapan village of Bantul Regency of Special Region of Yogyakarta. Early marriage in Bantul Regency is classified as high. In 2011, Bantul ranked first in DIY based on the number of brides who submitted a Religious Court dispensation as a condition for the underage marriage of 147 submissions. In 2012, Bantul ranked second after Gunung Kidul with 151 submissions. Most dispensations are submitted by children aged 15 years, with a percentage of 80%. (solopos, 2015). In 2016, in Banguntapan Village of Bantul Regency, 20 teenagers got unwed pregnancy. Besides, there are around 12 or 13 who engage in early marriage as a result of unwed pregnancy (Nurfaida, FGD Results, 2019).

The internet has changed all aspects of human life, including teenage life. In the past teenagers only got limited information from the mass media which the flow of information can still be limited and controlled by the parents, now it can no longer be done because teenagers can obtain unlimited access to information through their mobile phones. Indrijati (2017, p. 50) through her research results shows that groups with high frequency using the internet (more than 4 hours) also

have a high tendency towards premarital sexual behavior. Exposure to pornographic media will enlarge adolescent sexual desire, adolescents who are exposed to pornographic content by accident in the form of vulgar advertisements on the internet, find pornographic content accidentally from ads or sites that are not suspicious before, it turns out to provide stimulus to the desires of premarital sexual behavior of teenagers.

The National Institute for Literacy defines Literacy as "the ability of individuals to read, write, speak, count and solve problems at the level of expertise needed in work, family and society." This definition interprets Literacy from a more contextual perspective. This definition implies that the definition of Literacy depends on the skills needed in a particular environment.

Speaking of literacy, of course, at first place the terminology of literacy was only limited to the ability to read and write texts and the ability to interpret (UNESCO, 2005, p. 148). Along with the times and technological advances, to the concept of literacy has changed and also develop into several forms of literacy, one of which is digital literacy.

Digital literacy is one type of literacy in the modern era after computers

were invented, the term ICT (Information and Communication Technology) Literacy is widely-used when there is a convergence between communication technology and computer technology. ICT Literacy is a combination of intellectual abilities, fundamental concepts, and contemporary skills that must be possessed by someone to using information and communication technology effectively (Indrajit, Article 147-Strategy to Improve Community Literacy-1.pdf, accessed 31 March 2015). The concept of ICT Literacy is not a single concept but a concept which involves two things, namely technical ability (technical literacy) and information capability (information literacy) (Febrianti, 2014, p. 24). Technical ability relates to computer literacy and digital literacy. At the same time, information capability is related to internet literacy and information literacy. The following is an explanation of the four types of literacy:

- a. Computer literacy is a collection of abilities, knowledge, understanding, values, and relationships that allow someone to use computers comfortably as productive citizens in a computer-oriented society (Rhodes, 1986 in Indrajit, 2005).

- b. Digital literacy is the ability to understand and use information from various sources that are presented through digital tools (Gilster, 1997 in Indrajit, 2005).
- c. Internet literacy (i-literacy) is the ability to use theoretical and practical knowledge about the internet as a medium of communication and information management (Doyle, 1996 in Indrajit, 2005).
- d. Information literacy is the ability to access, evaluate, and use information in various formats such as books, newspapers, videos, C.D.s, and the web (Febrianti 2014, p. 12).

Four types of literacy in the concept of ICT Literacy are part of e-literacy. E-literacy is the ability of Human Resources (H.R.) in mastering several literacies that can be represented through the following function (Indrajit, 2005).

Gochman & De Clercq (1993) in Liliweri (2008) explained that health could be comprehensive and quite tricky for its meaning, which can also be interpreted as something that contains biomedical, personal, and socio-cultural components. Health communication, according to Notoatmodjo (2007), is a systematic effort

to positively influence public health behaviour by using various principles and methods of communication, both using interpersonal communication, and mass communication.

Early marriage does not only talk about the socio-cultural problems of specific communities but also talks about the unpreparedness of adolescents in terms of health both physically (biomedical) and mentally (personal). Therefore, the needs for health communication literacy about sex education in adolescents to suppress the growth of early marriage, especially in Banguntapan village of Yogyakarta.

The objectives of this research are to map the knowledge of adolescent sex education in Banguntapan Village and to identify the supporting and inhibiting factors that influence adolescent sex so that the growth of early marriage in Banguntapan Village.

METHOD

The research design of this research is a qualitative study which is often termed as naturalistic research in the field of Sociology, ethnographic research in the field of Anthropology and case study research in the field of Psychology (Sutopo, 2001, p. 5-6). The selection of informants in this study used purposive

sampling, namely determining key informants or certain social situations that are full information according to the researcher's focus on purpose. Purposive sampling is subject selection techniques as data sources with specific considerations in order research focus more on representing social phenomena researched (Bungin, 2008). The subject consideration for this research is the person considered to know best about what is expected (Bungin, 2008) to make it easier for researchers to explore the object/situation under study. The number of informants in this study amounted to 5 people with the following details:

- a. Informants for FGD are consisting 10 people who are Family Welfare Movement (PKK) of Banguntapan Village and led by Nurfaida.
- b. Informants for In-depth Interview are consisting 4 people:
 - 1) Suryadi, SH. MH. as Department Head of National Family Planning Coordinating Agency (BKKBN) and also a spokesperson of BKKBN of Bantul Regency)
 - 2) Satrio Djati, a 13 years old student from Banguntapan Regency.

- 3) Aliana Virnanda, a 14 years old student from Banguntapan Regency.
- 4) Zalsabilla Rozakhy, a 14 years old student from Banguntapan Regency.

This research was carried out in the Banguntapan village, Bantul district, Yogyakarta for six months. Data collection techniques were carried out using:

- a. Focused Group Discussion, the data is taken from the minutes of meeting, containing the discussion results on this research topic; those pieces of information are the background for this research.
- b. In-Depth Interview, researchers took the data from three informants and one expert informant to determine how the level of youth literacy in Banguntapan village related to health communication activities carried out by BKKBN Bantul Regency.
- c. Content Analysis, analyze the contents of health communication conducted by BKKBN Bantul Regency.

The analysis technique that been used is cross-site analysis. In each case, it

will be carried out using an interactive analysis model. In this analysis model, the three components of the analysis are: data reduction, data presentation and drawing conclusions on verification, carried out through the interactive model with the process of collecting data as a cyclical process (Sutopo, 2002). The validity test in this research uses sources triangulation and methods triangulation.

DISCUSSION

The government, through the Indonesian population and family information network (BKKBN), identified that there are three most prominent problems of adolescents in Indonesia: early marriage, free sex, and drug abuse. Then BKKBN launched counselling activities for teenagers with the theme: "GENRE: say not at early marriage, free sex, drug abuse" as a preventive action to save Indonesian youth.

Each regional employee is involved in this activity, in Bantul District, each sub-district must be prepared one expert spokesperson about early marriage. In 2019, the government went to high schools in Bantul regency to inform the student about adolescent reproductive organs. So that teenagers can understand about healthy reproduction. In the last few

months, the government has been more active in conducting socialization related to the danger of free sex for teenagers. Government spokesperson is sub-district officials who act as communicators, the message being conveyed is the importance of getting sex education so that adolescents can be fully healthy both physically and spiritually. The communicants who received this related message were teenagers in Banguntapan Village.

The BKKBN claims to have carried out various health communication activities to educate young people in Bantul to be more aware of the risks of sexual relations outside of marriage, or even early marriage. Suryadi said that BKKBN conducted outreach and outreach activities through two programs, the first was the program handled directly by BKKBN, and the second was through the GENRE program.

On December 11, 2019, BKKBN Bantul held socialization and promotion of the online media-based KKBPK program. By inviting 60 social media activists and the Bantul Regency Community Information Group. Then, GENRE Yogyakarta, especially Bantul, carried out by sending GENRE ambassadors to serve the community through the Student Information and Counseling Center

community.

BKKBN Bantul has also made public service announcements broadcast through several community radios in Bantul. However, this activity was last carried out in 2017. Educational programs about the dangers of sex outside marriage and early marriage have switched to digital platforms and interpersonal communication activities such as previously mentioned. The digital platform was chosen because of its lower cost compared to broadcast costs in the mass media.

The Bantul BKKBN claim has carried out several health communication activities, but this did not directly reach youth in Bantul, especially in Banguntapan village. The socialization and promotion activities carried out by BKKBN only invited social media activists, even though the primary target audience was teenagers in Bantul.

Education through digital platforms also does not match what is said. This can be seen from the content uploaded via the Instagram account @dppkbpmd_bantul, the feeds only contain officials' ceremonial activities. This also happens on the official Instagram account of GENRE Yogyakarta, @dutaremajajogja, where the Instagram feed only contains ceremonial activities,

such as the awarding of GENRE ambassadors. The two Instagram accounts do not routinely display educational content about sex outside marriage or early marriage.

The things above are indeed a problem for the Bantul BKKBN and youth in Banguntapan village, Bantul. As a source of information regarding the dangers of sex outside marriage and early marriage, the government cannot reach teenagers because the messages presented through their communication platform are only about the institution's daily activities, not messages that contain education to the public.

The literacy level of adolescents of Banguntapan Village, Bantul Regency, Yogyakarta, is still low. From the three research informants, their level of literacy related to the health issue of unwed sexual relations is still average and even tends to below. The 3 informants did not know about premarital sexual education for teenagers. Satrio Djati, even though those women would get pregnant at the age of 21, and men could impregnate women at the age of 25 years. Though this is clearly wrong, women can experience pregnancy, and men can fertilize (impregnate) the opposite sex if they have experienced puberty that occurs at puberty.

Another finding in this study is that the adolescents in the Banguntapan village cannot relate to the intensity of sexual intercourse with pregnancy. Aliana Virnanda still think that when a man and woman have sex once, then pregnancy will not occur. Which means they still think that pregnancy will occur when the couple has sex frequently.

The three informants admitted that they got this information through several articles on the internet. When asked about the source of information, they admitted that they could not remember it. The three informants also admitted that they did not know that there were sources of information, namely the BKKBN Bantul and GENRE Yogyakarta, which could be used as references to determine the risks of sex outside marriage and early marriage. They do not even know if the two organizations are on social media. This is evidence that the knowledge of adolescents in the Banguntapan village regarding the fertility cycle of an adult woman is shallow. Even with the danger of having sex with a very young age, research informants did not know that it was dangerous for their health.

Low literacy regarding free sex among adolescents, especially in Banguntapan Village, illustrate that

messages related to sex education do not reach teenagers. No wonder why Bantul Regency was once a "champion" at the level of early marriage, one of the factor is high numbers of unwed pregnancy.

The expert informant stated that indeed some teenagers were unable to practice healthy living, for example, the junior high school had been dating. His learning became chaotic because he was upset thinking about his relationship with his girlfriend. Most teenagers have been dating, and children now abuse the internet by looking at things pornography.

Even worse, there are teenagers who have contracted sexually transmitted diseases, such as syphilis. This is because teenagers have had sexual relations at an early age. As a result of having sex at an early age, there are teenagers who abort their wombs, and some get married at a very early age. In 2019 there were 14 teenage couples who married because they were pregnant out of wedlock.

The lack of literacy demands the role of the government to carry out the health communication function so that adolescents, especially the Banguntapan village, can have better literacy levels on sex education. The young generation should have knowledge about this, and sex education should not become a taboo that

the youth can talk about, including the disadvantages of early marriage and unwed sexual activities. It undoubtedly has to become a priority program from the government in order to reduce the number of early marriage.

CONCLUSION

To measure competency level of digital literacy, there were 10 level of competency by Jaringan Pegiat Literasi Digital (JAPELIDI):

a. Consuming Functional:

- 1) Technically Accesing, the three informants have the ability to gain information through social media.
- 2) Understanding the information, the three informants can understand the information after they read the articles about sexual activities.
- 3) Selecting information, according to interview results with the three informants, they just read articles on the internet and believe their content. This indicates that there is no information selection process.

b. Consuming Critical:

1) Analyze, the three informants have no ability to analyze the content of the information. They cannot weigh the positive and negative sides of the information.

2) Verify, the three informants cannot verifying the information because they have no idea there are another sources to do cross-check. Even they do, the BKKBN Bantul do not provide the information, nor Genre Yogyakarta.

3) Evaluate, on this level, the three informants do not even think that the information is worth to share to other person. They calculate the risk and choose to keep the information for themselves due the culture which still consider the sexual activitites as a taboo.

c. Prosuming Functional:

1) Distribute, as it mentioned before, the information distribution process is never happen.

2) Produce, on this level, they do not re-produce the information because of their lack of ability to analyze and verified the information at the first time.

d. Prosuming Critical:

1) Participate, the three informants do not actively participate to share the information about the sexual topic. They still think that this topic is a private area and there is no way to share it openly in a good way.

2) Collaborate, this level is way too far to reach by the adolescents in Banguntapan Village. There are some reasons, such as the BKKBN Bantul and Genre Yogyakarta still cannot reach them correctly, the notion that this topic is taboo to discuss, and of course the lack of ability to selecting, analyzing, and verifying the information.

Literacy level for adolescents in Banguntapan village is still shallow. Teenagers are not able to analyze and understand sex education even at a superficial level, such as not knowing that pregnancy is not influenced by the intensity of sexual intercourse, but is related to a woman's fertile period.

Health communication program that carried out by the government to deal with early marriage issue has been running. At the sub-district level, the government has been actively educating adolescents about sex education. The government has begun to realize that sex education should no longer be considered taboo. The government must be more aggressive in carrying out public relations programs related to health communication, especially regarding sex education so that adolescents can understand the dangers of it.

Suggestions from researchers, health communication activities are undertaken should involve many stakeholders who are close to the youth, also utilizing digital platforms that are used daily by adolescents. This needs to be done so that messages related to sex education can be well received by teenagers. Also, research on this topic with quantitative methods should be carried out

to measure digital literacy level of adolescents in Banguntapan village.

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