CHAPTER I

INTRODUCTION

1.1 Background

Child marriage is a formal or informal marriage where one or both parties are under 18 years of age. According to UNICEF data in 2020, 650 million girls and women around the world were married as a child compared to 115 million boys and men who were married before the age of 18. Each year there are 12 million girls in the world who were married when they were underage. In 2018, based on UNICEF, 1 in 9 underage girls married in Indonesia. 64,000 minors requested dispensation to marry during the Covid-19 pandemic in Indonesia, according to information from the Ministry of Empowerment and Protection of Women and Children in 2021.

In absolute terms, the island of Java is home to the majority of child marriages. Up to 5,523 couples have entered into early marriages in 2022, according to the West Java Provincial Government. Following the Religious Court's acceptance of their plea for a marriage dispensation, thousands of these kids were able to get married. Based on the 2020 Child Marriage Prevention Report, compiled by BPS together with the assistance from UNICEF and PUSKAPA, West Java has the highest number of marriages under the age of 18 years, with an absolute number of 273,300. The Head of the Family Quality Improvement Division at the West Java Office of Women's Empowerment, Child Protection and Family Planning (DP3AKB), Lin Indasari, stated that the highest number of child marriages occurred in Garut with 570 marriages.

Child marriage is caused and influenced by a variety of reasons, some of which are structural or result from a community, family, or individual's capabilities. The incidence of child marriage in Indonesia is largely a result of pressing poverty, a lack of education, unintended pregnancies, and to some extent, cultural standards. Not only that, geographical factors, inequality gender, and culture are also some of the contributing factors on the issue of child marriage. According to Lin Indasari,

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unintended pregnancies are the leading cause of early marriage in West Java in 2022. Negative impacts that can be experienced include the cessation of education, impaired mental and physical health, the economy of those who can lead to the birth of structural poverty, and divorce rates. Statistics Indonesia (BPS) noted that there were 447,743 divorce cases throughout 2021. In detail, 337,343 were contested divorces and 110,400 divorce divorces. Most of the divorces occurred in West Java, namely 98,088 cases.

Woro Srihastuti Sulistyaningrum, Director of the Family Department, Women, Children, Youth and Sports, Ministry of National Development Planning Agency/Bappenas, revealed that based on data from the Statistics Indonesia for 2021, the number Child marriage in Indonesia has decreased from 10.35 percent in 2020 to 9.23 percent in 2021. Nevertheless, to achieve the target of reducing child marriage by 8.74 percent in 2024 is still require various efforts to prevent this activity. Although the number of child marriages in Indonesia has shown decline in numbers, there are still a lot of child marriage that are not officially registered. More than 330,000 child and youth marriages, according to Woro, are estimated to occur annually but are unable to be registered at the Office of Religious Affairs (KUA) or the civil registry office because they did not follow the proper legal procedures. In the absence of data, this is a major challenge for efforts to prevent child marriage in Indonesia.

One of the government efforts to prevent child marriage and promote the well-being of the youth, the Office of Population Control, Family Planning, Women's Empowerment, and Child Protection (Disduk-P3A) of Indramayu Regency, located in West Java, has implemented the "No Drugs, No Early Marriage, and No Pre-Marriage Sex (3 Zero) campaigns." These campaigns specifically target students in junior high schools, high schools, vocational high schools, and other educational equivalents in Mangga City, Indramayu Regency. By addressing issues of promiscuity and the risks associated with early marriage, these initiatives aim to protect the young generation and create awareness about responsible behaviour and decision-making. By engaging with students at an early

stage of their lives, the government is making a proactive effort to educate and empower them to make informed choices, prioritize their education, and delay marriage until they are ready. Through such initiatives, the government of Indramayu Regency demonstrates its commitment to safeguarding the well-being and future of its young population.

However, it is important to acknowledge that since the campaign activity is currently being conducted in 2023, it is too early to determine its success based on available data. Evaluating the effectiveness and impact of a campaign requires sufficient time for its messages and initiatives to permeate society, influence behaviors, and bring about significant change. It will be necessary to conduct comprehensive monitoring and evaluation efforts over an extended period to gather accurate data and assess the long-term outcomes of the campaign. This involves monitoring indicators like shifts in opinions about child marriage, prevalence rates, the age at marriage, the availability of education, and perceptions in the community. The parties involved will be able to improve strategies, address problems, and make wise decisions to maximize the campaign's effectiveness in preventing child marriages through the collection and analysis of this data.

Based on the background above, the author intends to make social campaign about sexual education to prevent child marriage taking place in West Java, as West Java province has the highest absolute number compared to other Indonesian provinces. Social campaign is part of a form of movement or action taken to fight, take action, change behavior, change circumstances and so on, according to Lukman (1996). In this project, social campaigns are designed by the author with the intention of influencing the course of action taken to alter behavior, circumstances, and increase the awareness of the Indonesians about the dangers of child marriage.

1.2 Problem Statement

Based on the background described above, the following problem statements can be made:

1. How to design a social campaign to prevent child marriage in West Java?

1.3 Problem Scope

The following are the limitations and restrictions on the target audience that the author specifies for the final project:

1. Demographics
    a. Age   : 30 – 39
    b. Gender   : Female
    c. Social Economic Status (SES)   : C
    d. Citizenship   : Indonesian
    e. Ethnic Group   : Sunda
    f. Family Status   : Parents
    g. Education   : < High School

2. Geographics
    a. Country   : Indonesia
    b. Province   : West Java
    c. Regions   : Garut, Indramayu, and Ciamis
    d. Area   : Rural

3. Psychographics
    a. Traditional people
    b. Simple minded people
    c. Indonesians who stick with their culture

This project is focused on women with children who are in the age range of 30 to 39 years, reside in rural areas West Java, with low economy and education, and are classified in a socioeconomic status (SES) class C.

1.4 Research Objective

The objective of designing this project is to create and design a social campaign regarding the prevention of child marriage under 18 years of age in West Java, Indonesia.

1.5 Research Benefits

According to the project's objectives, the results of this final project is expected to be beneficial to the following:

1. For The Author

    The author acquired new information also knowledge about child marriage in Indonesia, specifically in West Java and how significant the effects it has on society.

2. For Universitas Multimedia Nusantara

    By creating this campaign, it is hoped that Universitas Multimedia Nusantara students would use it as a benchmark for comparison and campaign design learning.

3. For Society

    With this campaign, it is hoped that it will be one of the contributions made to prevent child marriage, which hopefully can lower the number of child marriages.

4. For Other Researcher

    To provide more resource and information so that other researchers who want to undertake additional research in the related topic can do so.