

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background**

Sexual motivation development processes allow and even encourage sexual expression in adolescence phase. Starting in early adolescence or roughly during 10-14 years old, corresponding with the onset of puberty, true sexual behaviors began to appear. (Montemayor, 2019, p. 35). Adolescent develop their sexuality in four domains of the sexual response cycle which are sexual desire, sexual arousal, sexual behaviors, and sexual functioning (Hegde et al., 2022, p. 239). Sexual behavior is influenced by a physiological factor called self-regulation which may prevent the behavior. Sexual self-regulation refers to how adolescent regulates their sexuality by building self-control which includes focusing on only necessary behavior, migrate received information, and plan then regulate emotions and behaviors. The ability to regulate sexual self-regulation is vital in adolescents' development. (Iskandar via Muwaga et al., 2020, p. 77).

Low self-regulation is tied to risky sexual behavior, such as having unhealthy sexual behavior as an adolescent (Lestari et al., 2023, p. 610). In 2022, it was reported that a 14 years old girl was caught having sex with 7 different boys, each at a different time and place (Fikria, 2022). Radar Jember reported that 15 years old EN did not realize that she had an unwed pregnancy, resulting in her giving birth while she was on the toilet. With no knowledge of reproductive health, the child from her second child marriage was born prematurely and died. At 18 years old, EN regretted her reckless and thoughtless behaviors (Nur, 2023). This showed that adolescent who have low self-regulation in early adolescence do not necessarily have a lifelong poor regulation ability (Lestari et al., 2023, p. 610).

As the result of uncontrollable curiosity and sexual fantasy, adolescent tends to want to do adult sexual activities. Pre-marital sex becomes one of the most common characteristics of adolescent's sexual behavior (Wardhani, 2012, p. 189).

According to Kemenko PMK (2021), SDKI 2017 recorded that 74% men and 59% women have had their first pre-marital sex at 15-19 years old. It was also recorded that 11% of adolescents who have had pre-marital sex experienced unwanted pregnancy. Adolescents lack the maturity to self-control, withstand pleasure, and analyze risks. This results in them endorsing sexual behavior, such as pre-marital sex, and the risking sexually transmitted disease and unwanted pregnancy. A comprehensive sexual education can accommodate the transformation from an adolescent to a responsible adult who can positively maneuver their sexual behavior (Wardhani, 2012, pp. 188, 190).

Comprehensive sex education at school is tied to the decrease of risky sexual behavior, including health and academic consequences for adolescent, such as transmitted sexual infection, teenage pregnancy, and school dropout. Yet, sex education and school-based tie itself was not enough to fulfill the need of the students (Hutapea et al., 2023a, pp. 1–2). There is a lack of interesting media about reproductive health that can be used as a learning tool by teachers, as the currently available tool is textbooks about reproductive system (Utami, 2023, p. 78). As many schools yet to hold reproductive health lesson, this led to students searching information from various often untrusted sources and engaging in risky sexual behavior (Anindita et al., 2022, p. 55).

In explaining complicated long and complicated topic, an educational comic can be a choice for the learning media as it allows a more easily understood and remembered explanations (Anggito & Sartono, 2022, p. 68). Educational comic can be used as an alternative educational tool, as it uses interesting form and has structurally arranged pictures with easily understandable words for students to evoke motivation and interest in learning (Putri & Ristiono, 2021, p. 309). Therefore, the author does the design of educational comic about sexual self-regulation for adolescents.

## **1.2 Problem Formulation**

As explained in Background, the following list consist the problems that support the need of this design:

1. Sexual self-regulation is important for adolescent to have as they just started going through puberty. However, sex education in academic setting in Indonesia is not fulfilling the need of the students.
2. Adolescent lack the maturity to control sexual desire, resulting in them engaging in risky sexual behavior.
3. The lack of interesting educational tool media about reproductive health, including sexual self-regulation.

Therefore, the research question is, how to design an educational comic about sexual self-regulation for adolescent in Indonesia?

## **1.3 Problem Limitation**

The following list is the scope of problems that are going to be covered in this design:

1. Object of Design:

The object of information media that will be done is the design of educational comic as the primary media. In order to support the primary media, the secondary media consist of promotional media in physical advertising such as poster and point of purchase, and digital advertising in Instagram.

2. STP Target:

The target of this design is all gender, 12-15 years old adolescents, SES B, in West Java. Adolescents feel the need to develop an independency and have desire to attain adult status and maturity, which might prompt them to engage in what they see as adult behaviors (Muwaga et al., 2020, p. 78). If the education on sexual self-regulation is being taught at early age, it will act as a prevention of future sexual related problems as they matured. In Laporan SDKI 2017, it was recorded that West Java have the lowest median among other provinces in Java Island for participants' age during first sexual intercourse for both men and women which are 21,4 for men and 20,4 for

women. It was also recorded that women aged 15-19 years old who had given birth and were pregnant mostly came from low-middle economic class. and point of purchase, and digital advertising in Instagram.

### 3. Content of Design:

The topics that will be covered in this design are physical attraction, types of sexual behavior, appropriate sexual behavior, definition of sexual self-regulation, benefits of sexual self-regulation, the importance of sexual self-regulation, and how to build and/or polish sexual self-regulation in the context of 12-15 years old adolescents.

## **1.4 Objective of Final Project**

The purpose of this final project is to design an educational comic about sexual self-regulation for adolescent aged 12-15 years old in Indonesia.

## **1.5 Benefits of Final Project**

The following list is the benefits from the design of this final project:

### 1. Theoretical Benefits:

This study hopefully becomes treasury of knowledge for Visual Communication Design, specifically in discussing the material of how to design an information media, how to empathize with young design target, and how to visually communicate sexual topics in an appropriate way to young design target.

### 2. Practical Benefits:

This study hopefully will help adolescents to build and/or polish their sexual self-regulation ability, help parents to explain sexualities and sexual self-regulation to their child more easily, help teachers to build sex education teaching materials, and to educate the young generations about the importance of sexual self-regulation.