CHAPTER II

PERCEIVED PERSUASIVENESS OF FAMILY CONTENTS AND SUBJECTIVE NORMS OF MARRIED LIFE

2.1 Family Contents

The advent of digital technology and social media has added new complexities to relationships and family life. The portrayal of romantic relationships and family dynamics on social media often sets unrealistic expectations and creates additional pressures (Radulović et al., 2023). One major impact of family content is the way it sets social norms and expectations. Many young people, particularly those exposed to influencer-driven content, may internalize these idealized portrayals as models for their own lives. As a result, they may feel social pressure to align their relationship goals with what they see online. In some cases, this can increase the desire for marriage, as these influencers often portray marriage as a fulfilling, aspirational life goal (Ariane Utomo, 2019)

Family content on social media can create both positive and unrealistic expectations regarding marriage. Influencers who share aspects of their personal lives often portray marriage as the epitome of happiness, love, and fulfillment. This idealized representation can influence viewers, making them associate marriage with the achievement of a perfect life.

Family videos have become increasingly popular in the country and are enjoyed by the public, be it adults, teenagers, or even children.

Top 10 Family Influencers in Indonesia in 2024

1. **RANS Family** – @raffinagita1717
2. **Gen Halilintar** – @genhalilintar
3. **Ayudia & Ditto** – @ayudiac & @dittopercussion
4. **Nana & Andrew** – @nanamirdad_ & @andrew.white._
5. **Sejiwa Family** – @dwihandaanda & @mputrasetia
6. **Retno Hening** – @retnohening
7. **Kimbab Family** – @kimbabfamily.official
8. **Andori & Gama** – @dorippu & @gamcul
9. **Mira Agile** – @miraagile
10. **Ann Family** – @annissanns & @annovhariprabowo

This is because **family influencers produce family-friendly content that can be watched by everyone.**

Figure 2.1-1 Top 10 Family Influencers in Indonesia 2024 INSG.CO

According to a 2024 report by INSG.CO, the top 10 family influencers in Indonesia frequently share glimpses of their daily lives, offering a portrayal of their ideal happy family dynamics.

2.2 The Concept of an Ideal Happy Marriage

On the social media platform TikTok, influencers @shasazania and @jaiibruh have created content that portrays their idealized vision of a happy marriage. @shasazania, for example, has a segment called "Married Lyfe 101," where she shares aspects of her marriage with her husband. Her content often highlights how she cooks for him, showcasing her efforts and the appreciation he expresses for her cooking, even when she faces challenges. On her husband's TikTok account, @jaiibruh, the focus of his content typically revolves around his thoughtful gestures, such as shopping for his wife. Together, their posts create a portrayal of a supportive and loving partnership, emphasizing the importance of mutual appreciation and care in marriage.

Figure 2.2-1

mathiracha 9w

i wish i could have a marriage life as you both, hope u both always having a great, and happy life sha n jyoo🤗❤️

45

Reply

Figure 2.2-2

awyu.png 9w

mau nikah juga😭🙏🏻

Reply

Figure 2.2-3

Figure 2.2-4

sukmadnd

Kalo ngeliat pernikahan shasa dan gio, gue jd pengen nikah muda😭

9-16 Reply   ♡ 1,168 👎

View 4 replies ⌄

Figure 2.2-5

╲(｡◕‿◕｡)╱.

MARRIAGE IS NOT SCARYYY, kalo ketemunya kaya bgini 😔

9-16   Reply   ♡ 822   👎

—— View 2 replies ⌄

Figure 2.2-6

tutorial umur panjang edisi surprise-in tiket ke bali

86.9K
306
1,766
4,048

✂ CapCut · Captions for chat videos

jai · 10-19

jaman ke bali sama pacar? sama istri dong

Figure 2.2-7

kirana

marriage is so much fun when i see them 😔

10-20   Reply   ♡ 1,062   👎

Figure 2.2-8

anargya khai

marriage is not scary kl liat mereka berdua

10-22   Reply   ♡ 2   👎

Figure 2.2-9

Through the content they publish, @shasazania and @jaiibruh portray an idealized view of marriage, depicting it as a loving and joyful partnership. This portrayal is reflected in the comments, where viewers express how the content influences their expectations of marriage. The influencers encourage the idea that marriage should be fun and fulfilling, not something to fear, and they suggest that getting married young can be a positive experience. Their content seems to shape perceptions of marriage, inspiring their audience to view it as an exciting and rewarding aspect of life.

2.3. The Concept of an Ideal Happy Family

A popular family influencer on social media, @kimbabfamily consists of two parents and three children. The family is multicultural, with Korean and Indonesian roots. Kimbab Family frequently shares their daily activities on their YouTube channel, which has garnered 3.02 million subscribers, making them one of the top family influencers in Indonesia, ranked seventh according to INSG CO (2024).
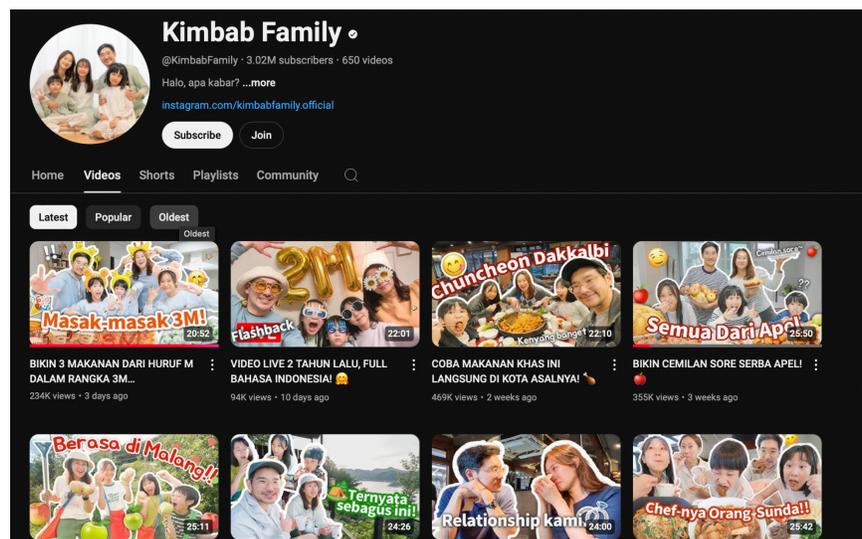

Figure 2.3-1
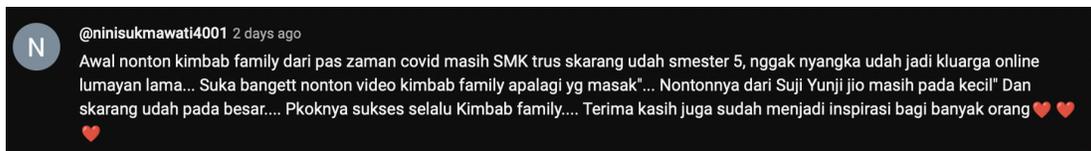
Figure 2.3-2

Figure 2.3-3

Figure 2.3-4

The most recent content shared by the Kimbab Family celebrated reaching 3 million subscribers. The comments from their audience reflected a strong emotional response, with many viewers expressing feelings of joy and satisfaction. Their content has resonated deeply with viewers, providing not only entertainment but also a sense of happiness and inspiration. The Kimbab Family's videos have become a source of motivation for many, offering a glimpse into their joyful, loving family life, which has inspired their viewers on the ideal of family portrayal.

The next example of family influencer is Raffi Ahmad and Nagita Slavina's family, commonly known as the RANS Family, is one of the most popular family influencers in Indonesia. According to data from INSG CO 2024, the RANS Family ranks as the top family influencer in the country. Their content typically focuses on their daily life and personal achievements.
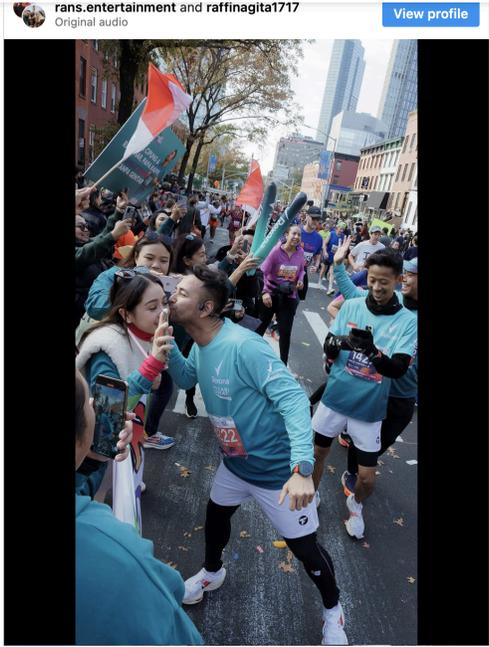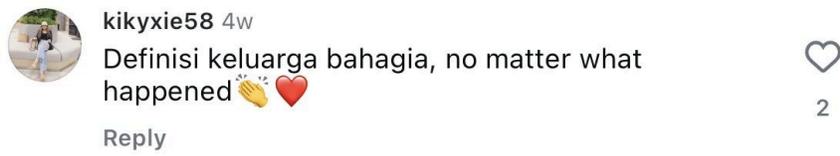

Figure 2.3-5

Figure 2.3-6

ajeng0381 4w
Keluarga Cemara❤️ Sehat Selalu dan Bahagia
Selalu❤️❤️

♡
22

Reply   See Translation

Figure 2.3-7

kikyxie58 4w
Definisi keluarga bahagia, no matter what
happened👏❤️

♡
2

Reply

Figure 2.3-8

raffinagita1717 ✓
Berlin, Germany

···

○○○○

♡ 127K   ○ 757   ◁ 155   🔖

Liked by **princess.wlndr** and **others**
raffinagita1717 Alhamdulillah FINISHER !!! @berlinmarathon ❤️
🇩🇪 Dengan Kesabaran perlahan tapi pasti 🙏 Terimakasih Ya Allah
😇 Selamat untuk semua Finisher !!! Kaliaaan Luaar biasaaaa
🤷 Terimakasih Untuk Semuanyaaa

Figure 2.3-9

Figure 2.3-10

The content shared by the RANS family frequently showcases their achievements, often through their social media accounts. For example, Raffi Ahmad participates in marathons, with his wife, Nagita Slavina, and their children often seen supporting him. This portrayal highlights the ideal of a happy family, emphasizing how family members always show support for each other's accomplishments. Public comments consistently reflect a positive view of the family, with many seeing the RANS family as a symbol of positivity and happiness.

Another example of a popular family influencer duo is Ayudia and Ditto, known on social media as @ayudyaa and @dittopercussion. Originally from Jakarta, the couple now resides in Bali. They are well-known for their unique story, having started as friends during their youth, which is why their account is called @temantapimenikah (which translates to "friends who married"). They now have a son named Sekala and frequently share their life experiences, especially their love for travel, with their followers.
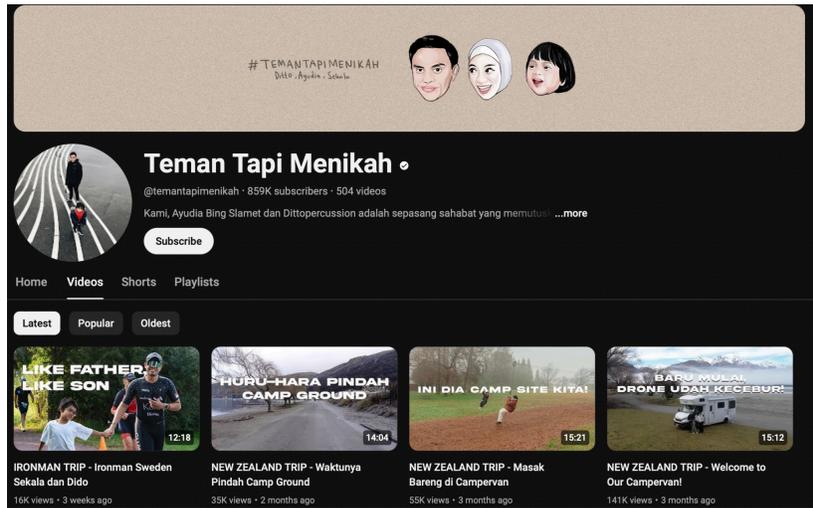
Figure 2.3-11
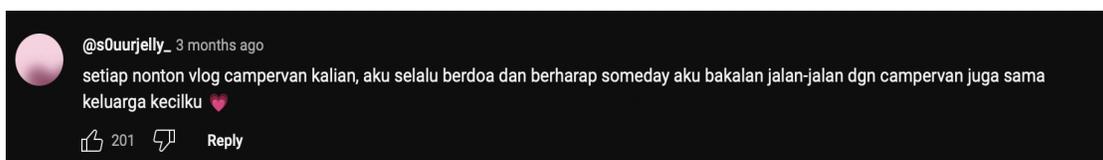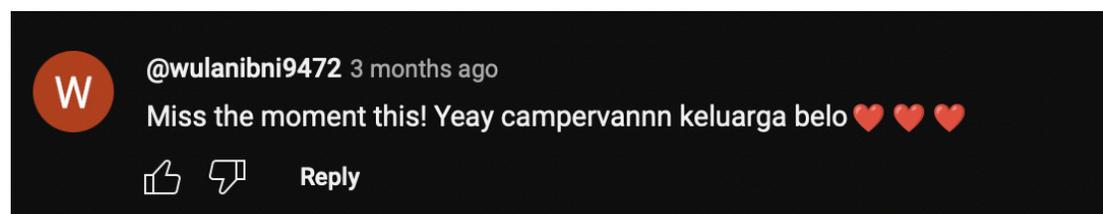

Figure 2.3-12

Figure 2.3-13

Figure 2.3-14

The public responses to their content reveal a positive reaction, with many viewers expressing how the content shapes their expectations about building a family. The portrayal of family life by influencers inspires audiences, giving them a vision of what a happy, supportive family could look like. These responses suggest that viewers not only appreciate the content but also begin to imagine their own future families, influenced by the ideals of love, joy, and togetherness presented by the influencers. This creates a sense of aspiration, encouraging the audience to think about marriage and family in a more hopeful and positive light.

The content shared by family influencers is often perceived as persuasive, influencing the public by providing satisfaction, eliciting emotional responses, and shaping intentions, such as the desire to marry. Their content frequently portrays the ideal of a happy marriage and family, emphasizing mutual support, shared achievements, and quality time spent together, often through travel. These portrayals align with societal norms of marriage, presenting it as a positive, joyful, and fulfilling experience. This influence is evident in the public's responses, which often reflect how the content shapes their perceptions and expectations of marriage.