

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This study aims to know whether there is an influence of Perceived Persuasiveness of Family Content (X1) and Subjective Norms of Married Life (X2) on the Intention to Marry among Young Adults (Y). Based on Theory Planned Behaviour that was conducted in this study, these hypotheses are: 1) In testing the hypothesis, the researcher has analyzed the data that has been collected from 100 respondents aged 18 - 25 years old as the respondents by using simple linear regression analysis.

5.1 Conclusions

Based on the results and discussion presented in Chapter IV, this study concludes:

1. The study finds that the perceived persuasiveness of family content (X1) significantly and positively influences young adults' intention to marry (Y). Family content, such as that shared by influencers, shapes perceptions by portraying idealized, joyful family life, encouraging young adults to adopt similar aspirations toward marriage. This highlights the role of media communication in influencing social attitudes and personal decisions. The findings demonstrate how mediated messages, through relatable and aspirational content, bridge societal ideals with individual intentions, aligning with communication theories like cultivation and social learning.
2. The study finds that subjective norms (X2) have a significant, high-level influence on young adults' intention to marry, driven by support from family, friends, and societal expectations. In communication, this highlights how interpersonal interactions and cultural narratives shape social behavior and individual decisions. It underscores the role of communication networks in reinforcing shared values and aligning personal intentions

with societal norms, particularly regarding marriage. This finding also aligns with previous research, which shows that informal support from close social circles plays a critical role in shaping individuals' intentions to marry. Such support communicates societal expectations, reinforcing marriage as a normative and desirable choice, further guiding young adults toward adopting similar intentions.

5.2 Limitations

This study has followed the requirements needed to ensure the validity of its findings. Regardless, the author evaluated that there are some limitations in this study, which are follows:

1. This study used non-probability purposive sampling to select respondents who met specific criteria: males or females aged 18-25 who follow or engage with family content on social media. This technique was chosen for its relevance in gathering focused information. However, the author acknowledges that this approach limits the study's ability to generalize findings to a broader population, as the sample may not fully represent the larger group. Nonetheless, the study offers valuable insights for future researchers and brands targeting a similar demographic.

5.3 Recommendation

Based on the findings of this study, the author acknowledges several limitations. Despite these constraints, this research is intended to contribute valuable insights into the influence of the perceived persuasiveness of family content and subjective norms of married life on young adults' intention to marry, as outlined below:

1. Academic: This study's sample size of 100 respondents and its limited demographic scope present certain constraints. To gain a more comprehensive understanding of the

topic, future research should consider expanding the sample size and diversifying the demographic representation. It would be beneficial to conduct studies in various regions, including both large cities and smaller towns, to explore potential differences in findings based on regional or demographic factors. A broader approach could provide more generalized insights into the research topic, allowing for a more accurate understanding of how cultural, economic, and geographical variations influence marriage intentions among young adults.

2. **Practical:** This study demonstrates that the perceived persuasiveness of family-oriented content and subjective norms about married life significantly influence young adults' intentions to marry. These findings provide practical guidance for designing initiatives, such as collaborating with influencers to create relatable social media campaigns that highlight the benefits of marriage, developing workshops or seminars that reinforce positive norms about married life, and introducing policies like financial support or workplace accommodations to address economic and work-life challenges. By leveraging social and digital platforms, these efforts can foster positive attitudes and practical pathways to promote marriage intentions among young adults
3. **Social:** The findings of this study indicate that both the perceived persuasiveness of family-focused influencer content and subjective norms surrounding marriage positively influence young adults' intentions to marry. This insight is valuable for crafting campaigns that resonate with young adults' perspectives on marriage. Family content from influencers, along with the influence of social norms from friends, family, and the broader community, could be powerful tools for any government-led or social initiatives aimed at promoting marriage. Campaigns that align with these informal support systems, emphasizing the importance of family support and social connections, may be

particularly effective in shaping young adults' attitudes and intentions toward marriage, helping to address the declining marriage rates in Indonesia.

