

Youth Center: Social Marketing Strategies to Prevent Child Marriage in the Teenage Community

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Abstract. Grobogan Regency is an area in Central Java with the highest cases of female child marriage (<18 years) in the last 3 years. Social marketing models and strategies to prevent child marriage must be carried out massively. Community involvement is allegedly going to determine the success and effectiveness of social marketing carried out. This is a research and development, which aims to develop a social marketing model and strategy to prevent child marriage by optimizing the role of the community. This study uses a mix method approach (quantitative and qualitative). Youth information and counseling center (PIK-R) can be an intervention model to improve community based prevention of child marriage social marketing strategies. The results of the trial and evaluation of the implementation of community based social marketing models and strategies for preventing child marriage through training of peer educators and PIK-R facilitators have increased adolescents' understanding and awareness of the importance of maturing the age of marriage.

Keywords: child marriage, youth centre, social marketing.

1 Introduction

The maternal mortality rate (MMR) in Indonesia is also still very high. The MMR in 2019 was 305 per 100,000 live births. This figure is much higher than the average MMR in ASEAN countries, which is 40-60 per 100,000 live births. MMR in Indonesia is still far above Singapore, which is only 2-3 per 100,000 live births. The biggest causes were bleeding (30.4%), hypertension in pregnancy (25.3%), and infection (4.9%) [1].

The maternal mortality rate in Indonesia is still very far from the target of the Sustainable Development Goals (SDGs) or sustainable development which targets a reduction in the MMR to 183/100,000 live births in 2024 and to 131/100,000 live births in 2030 [2].

In Central Java, the maternal mortality rate (MMR) is 76.9 per 100,000 live births. Grobogan Regency is one of the areas in Central Java which in recent years has the largest MMR in Central Java and the figure is much higher than the provincial figure [3]. The MMR in Grobogan in 2019 was 167 per 100,000 live births. This figure is higher than 2018 which was 152 per 100,000 live births. Another fact that was also found was that in 2019, Grobogan became the area with the highest maternal mortality cases aged <20 years in Central Java, namely 3 cases) [3].

Maternal mortality is a problem whose causes can be prevented. Improving a woman's health status and readiness for pregnancy, routine antenatal check-ups, proper delivery assistance and improving the quality of maternal care services, especially during labor and immediately after delivery are forms of prevention and reduction in maternal mortality.

Efforts to reduce maternal mortality must always be done because it is the main indicator of public health status. The marriage of women of childbearing age is suspected to be the root of the problem that must be investigated along with its determinants and risks for maternal and child morbidity and mortality. Grobogan Regency is an area in Central Java with the highest cases of female child marriage (<18 years) in the last 3 years [4,5].

2 Method

This type of research is research and development using a mix method (quantitative and qualitative). This research is intended to develop a model and social marketing strategy community-based child marriage prevention and the impact to a decrease in the number of child marriages in Grobogan district, Central Java. The stages, subjects and instruments of this research are as follows:

No	Data Collection Stages	Research Design and Subject	Instrument	Data analysis
1.	Child marriage facts	- Descriptive research - Subject: married women aged 16-35 years	Secondary data	Descriptive analysis
2.	Social determinants of behavior that affect the occurrence of child marriages for women	- Correlational research - Subject: married women aged 16-35 years	Questionnaire	Correlative analysis
3.	The role of the Community in the prevention of child marriage	- Case study research - Subject: community leaders and community organizations	In-depth interview guide	Descriptive analysis
4.	Designing social marketing models and strategies for child marriage prevention programs: 1. Product design 2. Design validation 3. Design revision 4. Product trial 5. Product revision 6. Trial usage 7. Product revision 8. Mass production	- Development research - Subjects: experts on health promotion, reproductive health and family planning, media technology experts, practitioners, community leaders	Evaluation and assessment sheet	Descriptive analysis
5.	Pre-Implementation Model implementation trial limited target	- Pre-experimental research - Subjects: community leaders, and limited target groups (children, youth and parents)	Observation sheet	Descriptive analysis

6. Implementation	- Quasi-experimental research - Subjects: community leaders, and target groups (children, youth and parents)	Observation sheet and Questionnaire	Comparative analysis
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3 Results and discussion

The latest marriage, namely Law Number 16 of 2019, has regulated the minimum age for marriage for women is the same as for men, which is 19 years. Marriages that occur under the age of 19 are declared early marriages and must get dispensation by the Religious Courts. Grobogan Regency is one of the areas with the highest cases of female marriage at an early age (less than 19 years) in Central Java.

Data from the Office of the Ministry of Religion of Grobogan Regency, states that in the last two years there has been an increase in cases of early marriage of women. According to marriage registration data, women who married at the age of less than 19 years in 2020 were 380 cases, this number increased in the following year. As of July 2021, there have been 453 cases of women getting married at the age of less than 19 years.

Subsequent research was conducted in the Grobogan district where the cases of female marriage at an early age were the highest, namely in the Grobogan sub-district to determine the determinants of early female marriage. The target population in this study were married women. The source population is women with a maximum age of 30 years who have married and gave birth for the first time in the last 3 months, namely August to October 2021. The number of samples was 54 women who were selected by proportional random sampling.

Table 1. Determinants of women's early marriage

Determinant		Married Age				PR 95% CI	p value
		Early age (< 20 years)		Mature (20-30 years)			
		f	%	f	%		
Level of education	Elementary school / equivalent	12	22.2	13	24.1	-	0.018
	Middle school/equivalent	3	5.6	18	33.3		
	High school/equivalent	0	0.0	6	11.1		
	College	0	0.0	2	3.7		
Job status	Doesn't work	15	27.8	29	53.7	0.659 (0.533-0.815)	0.046
	Working	0	0.0	10	18.5		

Educational Level of Prospective Husband	Elementary school / equivalent	8	14.8	7	13.0	-	0.049
	Middle school/equivalent	5	9.3	16	29.6		
	High school/equivalent	2	3.7	12	22.2		
	College	0	0.0	4	7.4		
Prospective Husband's Income (UMR)	< IDR 1,890,000	15	27.8	22	40.7	0.595	0.002
	≥ IDR 1,890,000	0	0.0	17	31.5	(0.456-0.776)	
Father's Education Level	Elementary school / equivalent	15	27.8	29	53.7	-	0.094
	Middle school/equivalent	0	0.0	5	9.3		
	High school/equivalent	0	0.0	5	9.3		
	College	0	0.0	0	0.0		
Father's Income (UMR)	< IDR 1,890,000	11	20.4	14	25.9	3,190	0.030
	≥ IDR 1,890,000	4	7.4	25	46.3	(1,160-8,773)	

Research results in areas withThe highest cases of early marriage of women showed that education level (p 0.018), women's employment status (p 0.046), education level of prospective husbands (p 0.049) and husband's income (p 0.002) and parental income (p 0.030) were social determinants. related to the occurrence of female marriage at an early age. Meanwhile, the father's education level was not related to the occurrence of early female marriage (p 0.094 or p > 0.05).

This study is in accordance with the social cognitive theory developed by Bandura. Individual internal factors that may influence child marriage are knowledge, self-efficacy and attitudes, while external factors are family income, family support, access to information, housing, and social norms [6,7].

Child marriage is also associated with a number of socioeconomic characteristics, including family income. Married daughters will live separately from their families and live with their husbands, thereby reducing the economic burden on their families. Inadequate income will also affect the child's low educational status, so that the child gets married early [8,9]. Can early marriage be prevented byself-efficacystrong family, high family income, strong family support, and access to positive information [10]. Social norms also affect the delay in the age of marriage [11].

This study shows that women who marry at an early age are more common in women with low education. One of the efforts to delay marriage is to go to a higher school. The results of this study support previous research which states that Early marriage is directly influenced by family income, family beliefs, culture, and peer influence [12].

Low family incomes have a greater tendency to marry off their children at an early age. This may be passed down to the next generation. Economic factors or poverty is one of the causes of early marriage. Girls are immediately married to reduce the burden on parents [13].

Low family income has an important role in decision making for early marriage. Early marriage is considered as one of the solutions to get a dowry from the male side. Low economic conditions and the assumption that parents are too poor to send their daughters to school, make parents ask their children to marry just to reduce the burden on their parents and be independent. Poverty makes it difficult for parents to send their children to school and parents are attracted by the sweet promise of marriage that will help the family economy [14,15].

3.1 The Role of the Community in the Prevention of Child Marriage in Grobogan District

Based on the results of in-depth interviews conducted with 5 informants who are community leaders, namely from the Office of Religious Affairs, Village Heads, Heads of Dusun / Hamlet, Religious Leaders, and Village Health Cadres

No.	Focus Indepth Interview	Information Summary
1.	The problem of child marriage in recent years in Grobogan district	Grobogan District is an area that has experienced an increase in the number of cases of early marriage in the last 2 years (2020-2021)
2.	What is the role of community leaders and religious leaders as well as organizations in efforts to prevent child marriage?	In particular, there has been no education / counseling on the prevention of child marriage by community and religious leaders.
3.	Educational methods and social campaigns that have been carried out for efforts to prevent child marriage in Grobogan District	The campaign is only limited to an appeal by health workers or family planning counselors when there is counseling about family planning with the target of those who are already married
4.	Who are the targets of education (segmentation) and social campaigns that prevent child marriage (primary/main, secondary and tertiary targets)	There has been no special education conducted by community leaders or religious leaders. Education is only carried out by teachers and health workers in schools with the primary target of students and does not involve parents as secondary targets, and youth organizations as tertiary targets.
5.	Targets to be achieved from child marriage education and social campaigns (targeting)	Education and social campaigns that have been carried out so far have not reached the target. This is because there are still many children who drop out of school/no school has never been intervened, and this intervention to prevent child marriage has not been maximally involved involving the potential and strengths that exist in the community.

6.	Examples of messages/materials conveyed in child marriage education and social campaigns carried out in the field	Materials or messages conveyed in reproductive health education materials in general and very limited, because it is only done in schools
7.	Placement of educational messages (positioning) and social campaigns for child marriage	Placement of educational materials and messages is still limited to intra-curricular material of one of the related subjects
8.	Educational strategies and social campaigns for child marriage carried out in the field (marketing mix)	There is no marketing mix for social campaign messages or materials yet
9.	Barriers and obstacles faced in child marriage education and social campaigns	The role of cross-sectors is less than optimal in education and social campaigns for child marriage, especially outside of school. This is related to the lack of coordination and unification of the program's vision and mission which should be understood together by each related sector

3.2 Design of Social Marketing Models and Strategies for Prevention of Child Marriage Community Based

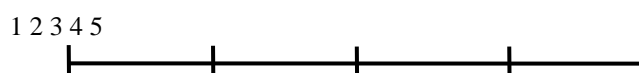
The following is a model design and social marketing strategy for prevention of child marriage based on the “Youth center” community.

Program name	: “Youth Center”
Description	: Program “Youth Center” is a forum for activities that are managed from, by and for youth in order to provide access to information, education, counseling, and services regarding family life planning for adolescents as well as other supporting activities that can be held at school and in the community. The success of the “Youth center” program is highly dependent on the effectiveness of the social marketing strategy implemented in the community. Community involvement will determine the effectiveness of the social marketing.
Marketing strategy	: Social marketing program “Youth center” is carried out through the design, implementation, and control of programs aimed at increasing acceptance of ideas and practices to prevent child marriage in strategic target groups with the right message positioning.
Program marketing target (segmentation)	Primary (adolescents aged 15-19 years), secondary (parents, teachers, ustadz), tertiary (government, schools, mass media, business world)
Target to be achieved (targeting)	Changes in cognitive, behavior and values
Placement of messages (positioning)	Through schools, youth organizations, community and religious activities
Marketing mix	Establishment of PIK-R (Youth Information and Counseling Center) at School and Village level The forms of activities carried out are: 1. Training Peer Educator and PIK-R . Manager

- Provision of adolescent reproductive health materials
 - Training as *Peer Educator*
 - Management training PIK-R at school and at village level
2. Activity simulation (education/campaigns, outreach, counseling, etc.)
 3. Implementation of activities
Peer Educator who have been trained to run the Youth Class program with the target of activities being youth in the village (adolescent reproductive health education/campaign, peer counseling and training *life skills*)

At this stage, the design of social marketing models and strategies for preventing child marriage the community-based research developed in this study was assessed or evaluated by experts on health promotion, reproductive health and family planning, media technology experts, practitioners, community leaders. This evaluation consists of aspects of the suitability of the model with the problem of child marriage, the substance of the model, the innovation of the model, the ability of the community to implement the model and the potential for the sustainability of the model.

Rating Score:



Not suitable Very suitable

$$\begin{aligned}
 \text{Maximum score} &= \text{number of judges} \times \text{maximum score} \\
 &= 7 \text{ people} \times 5 \\
 &= 35
 \end{aligned}$$

$$\text{Conformity value} = (\text{number of assessors score} / \text{maximum number of scores}) \times 100\%$$

Interpretation:

Mark	Interpretation
76 – 100	Very suitable
51 – 75	In accordance
26 – 50	It is not in accordance with
0 – 25	Very inappropriate

The following are the results of the assessment carried out, showing that: “Youth center” social marketing model and strategy design

Aspects of the suitability of the model with the problem of child marriage

“Youth center” social marketing model and strategy with establishment of PIK-R (Adolescent Information and Counseling Center) at School and Village level declared by all assessors to have complied with the problems of child marriage or early marriage currently occurring in the community. This suitability is based on the following: 1) the number of cases of child marriage

has increased in the last 2 years, 2) education and campaigns for child marriage have not been widely carried out in the community, currently limited to materials given at school and considered not yet available. bring maximum results, 3) the need for a more massive marketing model and strategy with more targets (primary, secondary, and tertiary targets).

The scoring results of each assessor are then calculated according to the value of conformity, namely:

Conformity value = (number of assessors score / maximum number of scores) x 100%

Conformity value = $(34 / 35) \times 100\%$

Conformity value = 97.14%

These results indicate that the "Youth center" social marketing model and strategy with establishment of PIK-R (Adolescent Information and Counseling Center) at School and Village level stated to be very appropriate and recommended to be applied as an intervention model for preventing child marriage or early childhood in the community.

Aspect of model substance

The substance test of this model is intended to determine the suitability of the model with the goal to be achieved. "Youth center" social marketing model and strategy with establishment of PIK-R (Adolescent Information and Counseling Center) at School and Village level stated that it is very in accordance with the objectives to be achieved, namely to increase understanding and awareness (attitudes) of adolescents and target parents on the importance of maturing the age of marriage so that in the end this program can reduce the number of cases of child marriage in Grobogan (the proportion of cases decreased from the previous year).

The scoring results of each evaluator are then calculated according to the value of conformity, namely

Conformity value = (number of assessors score / maximum number of scores) x 100%

Conformity value = $(35 / 35) \times 100\%$

Conformity value = 100%

These results indicate that the "Youth center" social marketing model and strategy with establishment of PIK-R (Adolescent Information and Counseling Center) at School and Village level stated to be very appropriate and recommended to be applied as an intervention model for preventing child marriage or early childhood in the community.

Aspects of model innovation

Here are the results of the innovation test "Youth center" social marketing model and strategy with establishment of PIK-R (Adolescent Information and Counseling Center) at School and Village level as a form of education model and community empowerment in preventing child marriage or early childhood in the community. The scoring results of each assessor are then calculated according to the value of conformity, namely:

Conformity value = (number of assessors score / maximum number of scores) x 100%

Conformity value = $(30 / 35) \times 100\%$

Conformity value = 85.71%

These results indicate that the "Youth center" social marketing model and strategy is stated to be very appropriate and is recommended to be applied as an intervention model to prevent child marriage or early childhood in the community.

The results of this assessment indicate that the "Youth center" social marketing model and strategy with establishment of PIK-R (Adolescent Information and Counseling Center) at School and Village level has fulfilled the element of novelty and contained new innovations because it was designed with the concept of community empowerment, especially teenagers, supported by innovative media based on digital and online media.

Aspects of the community's ability to run the model

The following is the scoring result of each appraiser which is then calculated according to the value of conformity, namely:

Conformity value = (number of assessors score / maximum number of scores) x 100%

Conformity value = (33 / 35) x 100%

Conformity value = 94.28%

These results indicate that the "Youth center" social marketing model and strategy with establishment of PIK-R (Adolescent Information and Counseling Center) at School and Village level stated to be very appropriate and recommended to be applied as an intervention model for preventing child marriage or early childhood in the community. Schools and villages have adequate resources and potential to be empowered as peer educators, facilitators/counselors and drivers of change in the community and schools.

The implementation of this model also does not require special infrastructure facilities that are burdensome for schools and villages in the establishment and establishment PIK-R (Center for Youth Information and Counseling) because by optimizing the existing physical infrastructure, but maximizing and optimizing the active participation of youth, teachers, community leaders, religious leaders, and youth organizations.

Aspects of the model's sustainability potential

The following is the scoring result of each appraiser which is then calculated according to the value of conformity, namely:

Conformity value = (number of assessors score / maximum number of scores) x 100%

Conformity value = (30 / 35) x 100%

Conformity value = 85.71%

These results indicate that the "Youth center" social marketing model and strategy with establishment of PIK-R (Adolescent Information and Counseling Center) at School and Village level stated to be very appropriate and recommended to be applied as an intervention model for preventing child marriage or early childhood in the community. This model in its implementation does not require a lot of costs and burdensome physical infrastructure. This model only requires a strong commitment from youth, teachers, community leaders, religious leaders, and youth organizations. Regulations from schools and villages are needed as the legal

basis for the establishment and implementation of the PIK-R social marketing program (Center for Information and Counseling for Youth) in schools and in village areas.

3.3 Trial and Evaluation of the Implementation of Models and Strategies Social Marketing Prevention of Child Marriage Community-Based Awareness of Child Marriage Age Maturation in the Community in Grobogan District

PIK-R (Center for Youth Information and Counseling) was started in Grobogan village as a pilot model. There were 13 peer educators and PIK-R facilitators trained in this program. The training was carried out 3 times, with resource persons and trainers from the research team and puskesmas.

Evaluation was conducted to determine the level of success of the Peer educator and PIK-R facilitator training with the parameters of knowledge, and skills. The evaluation instrument used questionnaires, observation sheets, and activity diaries.

Based on the evaluation of the results of the pre-test and post-test knowledge Peer educators and PIK-R facilitators of training participants related to adolescent reproductive health, the dangers of teenage pregnancy, and maturing age at marriage, the post-test score has increased. This is indicated by the difference in knowledge scores between before and after training.

No.	Name	Score <i>Pre-Test</i>	Score <i>Post-Test</i>	Difference
1.	Participant 1	60.0	77.5	17.5
2.	Participant 2	47.5	67.5	20.0
3.	Participant 3	40.0	70.0	30.0
4.	Participant 4	40.0	82.5	42.5
5.	Participant 5	52.5	80.0	27.5
6.	Participant 6	67.5	82.5	15.0
7.	Participant 7	57.5	87.5	30.0
8.	Participants 8	62.5	82.5	20.0
9.	Participants 9	72.5	95.0	22.5
10.	Participants 10	52.5	70.0	17.5
11.	Participant 11	52.5	80.0	27.5
12.	Participants 12	50.0	77.5	27.5
13.	Participants 13	65.0	80.0	15.0
		55.38	79.42	
<i>P value</i>				0.0001

These results indicate that there is a significant difference between knowledge before and after training. After training the knowledge score increased significantly (p value 0.0001). The average score before training was 55.38 and increased to 79.42 after being given training.

Besides that, based on the simulation results after the training, several peer educators and PIK-R facilitators participated in the training has been skilled in practicing adolescent reproductive health education activities, especially adolescent reproductive health materials by using the material provided by the facilitator with the target of other training participants' friends.

The results of this study indicate that PIK-R Becomes models developed to improve social marketing strategies prevention of child marriage community based, especially in schools and

in rural areas. This is in accordance with the principles of development PIK-Ras a forum for services to adolescents, including:

Adolescents have the right to obtain complete and appropriate information and reproductive health services according to their needs

Adolescents have the right to be involved in program implementation, starting from planning, implementation, monitoring, and evaluation

Adolescents need to have healthy and responsible attitudes and behaviors regarding their reproductive health.

PIK-R one of whose activities is providing peer education has been able to increase the knowledge of reproductive health of targeted adolescents in partner villages. This is in accordance with research which states that there is a significant effect between the provision of reproductive health education on the level of knowledge about free sex in adolescents [16]. This is also according to research which states that the delivery of health education by peer groups has an effect on increasing adolescent knowledge [17]. Reproductive education in adolescents need to be adapted to development in adolescents [18]. At the age of adolescence in learning tends to be curious to something. Learning methods which is more suitable is the method discussion to accept a conclusion and not rigid in the delivery of material. The learning method aims at so that educational messages can be received and according to their developmental tasks.

Reproductive health education is very important for adolescents because it can increase the knowledge and attitudes of adolescents so that they have high awareness and responsibility for their reproductive health. Reproductive health and sexuality education has the main objective of providing information to adolescents to empower them to build values and relationship skills that enable them to make responsible decisions to become sexually healthy adults reproductive health education and sexual importance to provide [19].

Adolescent reproductive health education through the Youth Class program has been able to increase youth awareness of the importance of maturing at the age of marriage. They began to realize that marriage at a young age would have an impact on the occurrence of high-risk pregnancies.

4 Conclusion

Education level (p 0.018), women's employment status (p 0.046), education level of prospective husbands (p 0.049) and husband's income (p 0.002) and parents' income (p 0.030) are social determinants related to the occurrence of early female marriage. Meanwhile, the father's education level was not related to the occurrence of early female marriage (p 0.094 or p > 0.05).

Youth information and counseling centers (PIK-R) established at schools and in villages can become intervention model to improve social marketing strategy prevention of child marriage community based. Test results and evaluation of the implementation of models and strategies social marketing prevention of child marriage community-based training through peer educators and PIK-R facilitators has increased youth understanding and awareness of the importance of maturing the age of child marriage.

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