

# The Impact of Genre Ambassador's Counseling in Preventing Early Marriage on the Instagram Account @Genre\_Sukoharjo

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**Abstract:** Early marriage remains a serious problem that impacts the health, education, and future of adolescents, particularly among high school students. This study aims to analyze the impact of outreach conducted by the Planning Generation Ambassador through the Instagram account @genre\_sukoharjo in an effort to prevent early marriage. The study used a qualitative descriptive approach with data collection techniques such as observation, in-depth interviews, and documentation. The results showed that the outreach conducted through social media was quite effective in conveying the message of preventing early marriage, but there were still weaknesses in terms of interaction and optimization of features available on Instagram. The content presented was still less attractive to the main target audience, namely Generation Z, thus affecting follower reach and engagement. Based on these findings, more creative and interactive communication strategies are needed, as well as full utilization of social media features to increase the effectiveness of outreach. In conclusion, although outreach has shown positive results, communication development and innovation still need to be improved to achieve comprehensive changes in adolescent mindsets and behaviors.

**Keywords:** Counselor, Early Marriage, Genre Ambassador, Instagram

**Abstrak:** Pernikahan dini masih menjadi isu serius yang berdampak pada kesehatan, pendidikan, dan masa depan remaja, terutama di kalangan siswa SMA. Penelitian ini bertujuan untuk menganalisis dampak sosialisasi edukasi yang dilakukan oleh Duta Generasi Berencana (Duta Generasi Berencana) melalui akun Instagram @genre\_sukoharjo dalam upaya pencegahan pernikahan dini. Penelitian ini menggunakan pendekatan kualitatif deskriptif, dengan pengumpulan data melalui observasi, wawancara mendalam, dan dokumentasi. Temuan penelitian menunjukkan bahwa sosialisasi yang dilakukan melalui media sosial relatif efektif dalam menyampaikan pesan tentang pencegahan pernikahan dini. Namun, masih terdapat kekurangan dalam hal interaksi dan pemanfaatan fitur Instagram yang optimal. Konten yang disajikan belum cukup menarik bagi target audiens utama, yaitu Generasi Z, yang memengaruhi jangkauan dan keterlibatan pengikut. Berdasarkan temuan ini, diperlukan strategi komunikasi yang lebih kreatif dan interaktif, serta pemanfaatan penuh fitur media sosial, untuk meningkatkan efektivitas sosialisasi. Kesimpulannya, meskipun sosialisasi telah menunjukkan hasil positif, pengembangan dan inovasi lebih lanjut dalam komunikasi diperlukan untuk mencapai perubahan menyeluruh dalam pola pikir dan perilaku remaja.

**Kata Kunci :** Kounselor, Duta Genre, Instagram

## A. Introduction

A wedding is a ceremony celebrating or performing a vow between two people with the intention of formalizing the marriage bond according to religious, legal, and social norms. Wedding ceremonies vary widely, depending on ethnic, religious, cultural, and social class

traditions. Studies in Indonesia highlight factors such as visits by family planning workers, family income, distance to family planning services, and contraceptive costs.<sup>1</sup> Early marriages occur to avoid slander or extramarital sex. Some parents also marry off their teenage daughters for economic reasons. By marrying off a daughter, the burden of supporting her child is reduced, as the daughter becomes her husband's responsibility after marriage.<sup>2</sup>

This preparation and planning involves the preparation of an extension communication design as an initial step.<sup>3</sup> Therefore, the boundaries of marriage must be derived from the provisions of the laws governing marriage. Among the factors that can influence a person's legal status, marriage is the most influential factor in determining the legal standing of those bound by it. Because marriage creates a legal relationship between husband and wife, then if a child is born in marriage, a legal relationship is created between parents and children, as well as a legal relationship with the families of each husband and wife. The creation of this legal relationship brings with it the emergence of responsibilities for one another as stipulated in the law. Early marriage is not a new phenomenon, either in Indonesia or in other countries. Marrying under the age of 18 is a reality that must be faced by some children throughout the world, especially in developing countries. Although the Declaration of Human Rights in 1954 explicitly opposed child marriage, ironically, the practice of early marriage still occurs in various parts of the world and this reflects the neglected protection of the human rights of young people. The implementation of the law is often ineffective and is broken by customs and traditions that regulate the social norms of a community group.<sup>4</sup>

Early marriage has a significant impact on children's mental health, especially for adolescents still in high school. Children who marry at a young age are often forced to interrupt their education or face significant difficulties balancing their roles as students and spouses. They may experience high levels of stress from having to face adult responsibilities such as managing a household and meeting social expectations, while they should be concentrating on pursuing their educational goals. Health problems, both physical and mental, can also increase because they are not yet physically and emotionally prepared for marriage and family life. Furthermore, early marriage often hinders their social and personal development, as they miss out on opportunities to develop interpersonal skills and explore their own identities. All of this can have serious long-term impacts on their future, both in terms of career and personal well-being.

The government through the National Population and Family Planning Agency (BKKBN) has developed the Generation Planning Program (GenRe) for teenagers and families with teenagers in accordance with its Main Duties and Functions, and is implemented by the Family Planning and Women's Empowerment Coordination Agency or abbreviated as BKKBPP (No. 47/Hk.010 B5/2010 Concerning the BKKBN Strategic Plan (2010-2014)).<sup>5</sup> Sitti Syahar Inayah and Syatria Adymas Pranajaya, *Taujihah: Jurnal Bimbingan Konseling Islam Strategi Duta Genre Kota Samarinda Dalam Implementasi Program Generasi Berencana (Genre) Di Kota Samarinda*, 2 (2021).

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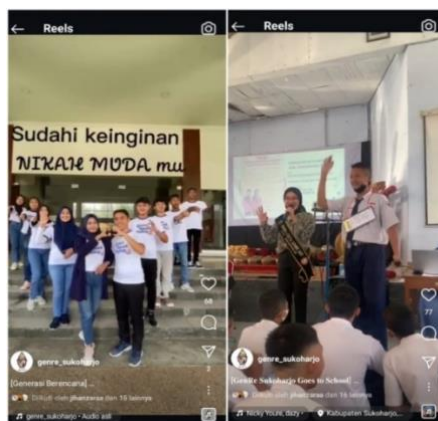
<sup>1</sup> Revi Widya Andhinni, Betty Gama, and Joko Suryono, "Faktor Pasangan Usia Subur (PUS) Tidak Menggunakan Alat Kontrasepsi di Kecamatan Bulu Kabupaten Sukoharjo," *Media and Empowerment Communication Journal* 3, no. 1 (May 2024): 39–45.

<sup>2</sup> Adiyana Adam, "Dinamika Pernikahan Dini," *Al-Wardah: Jurnal Kajian Perempuan, Gender Dan Agama* 13, no. 1 (June 2020): 14, <https://doi.org/10.46339/al-wardah.v13i1.155>.

<sup>3</sup> Dayana Flora K. Sinurat, "Komunikasi Penyuluhan Dan Adopsi Inovasi," *PERSPEKTIF* 1, no. 2 (February 2016), <https://doi.org/10.31289/perspektif.v1i2.87>.

<sup>4</sup> Elisabeth Putri Lahitani Tampubolon, "Permasalahan Perkawinan Dini Di Indonesia," *Jurnal Indonesia Sosial Sains* 2, no. 05 (May 2021): 738–46, <https://doi.org/10.59141/jiss.v2i05.279>.

<sup>5</sup> Elisabeth Putri Lahitani Tampubolon, "Permasalahan Perkawinan Dini Di Indonesia."



Picture 1 Temporary screenshot of Duta GenRe's Instagram post content

Source: (Sukoharjo 2025)

Social media starts from three things, namely Sharing, Collaborating and Connecting. *Instagram* is a popular online social network that allows users to take photos, apply digital filters, and share the results through various social media platforms such as Facebook, Twitter, and Instagram. The platform continues to evolve with various features that make it easier for users to interact and share content.<sup>6</sup> This platform offers a variety of engaging features, such as short-form video viewing (IGTV), various content formats (carousels, albums, and hybrid videos), and interactive features like stories and interactions with friends (likes, comments, and shares). As such, Instagram is an ideal place for young people to interact socially and promises engaging content.<sup>7</sup> Some of Instagram's main features include the photo feature, which allows users to take selfies, group photos, or written forms, as well as the video feature which is used to share moments and events. However, self-control should also be possessed, so that the freedom that is possessed does not violate boundaries and does not offend other parties.<sup>8</sup>

In addition, Instagram also comes with features like captions, which allow users to convey messages that inspire or captivate their followers, and hashtags to highlight important topics being discussed. The followers feature allows users to view photos or videos uploaded by other users they follow, while the social networking feature allows users to share content on other platforms directly from Instagram. The like feature also provides users with positive interactions from their followers in the form of red hearts. With these features, Instagram continues to be one of the most popular social media platforms and is used by many people around the world.

GenRe Ambassadors in conducting counseling on the prevention of early marriage have a success target of changing mindsets, increasing insight, and reducing the number of early marriages in Sukoharjo Regency. To analyze the success of counseling communication through social media. Capacity building can also be interpreted as an effort to strengthen the capacity of individuals, groups or organizations reflected through the development of abilities, skills, potential and talents as well as mastery of competencies so that individuals, groups or organizations can survive and be able to overcome the challenges of change that occurs quickly and unexpectedly. Capacity building can also be interpreted as a creative process in building capacity that is not yet visible.<sup>9</sup>

<sup>6</sup> Ulya Dinillah and Aka Kurnia Sf, "Media Sosial Instagram Sebagai Media Dakwah (Analisis Isi Pada Akun @tentangislam Dan @harakahislamiyah)," *KAGANGA KOMUNIKA: Journal of Communication Science* 1, no. 1 (November 2019): 54–67, <https://doi.org/10.36761/kagangakomunika.v1i1.411>.

<sup>7</sup> Kartini Sikumbang et al., "Peranan Media Sosial Instagram Terhadap Interaksi Sosial Dan Etika Pada Generasi Z," *Journal on Education* 6, no. 2 (2024): 11029–37, <https://doi.org/10.31004/joe.v6i2.4888>.

<sup>8</sup> Errika Dwi Setya Watie, "Komunikasi Dan Media Sosial (Communications and Social Media)," *Jurnal The Messenger* 3, no. 2 (March 2016): 69–74, <https://doi.org/10.26623/themessenger.v3i2.270>.

<sup>9</sup> Jenivia Dwi Ratnasari, "Pengembangan Kapasitas (Capacity Building) Kelembagaan Pada Badan Kepegawaian

## B. Literature Review

The main theory used in this research is The Circular Model of SOME developed by Regina Luttrell, an expert in the field of strategic communication and social media, in her book entitled "Social Media: How to Engage, Share, and Connect".<sup>10</sup> This model is designed to help communication practitioners and organizations plan, manage, and evaluate communication strategies through social media in an effective and structured manner.

This model consists of four main components that make up the social media communication cycle: Share, Optimize, Manage, and Engage. Here's a breakdown of each stage according to Luttrell:

### 1. *Share*

At this stage, organizations or individuals share content on social media with the goal of building engagement, connection, and trust with their audience. According to Luttrell, "Sharing relevant, trustworthy, and authentic content is the first step in building a meaningful relationship with your audience". At this stage, GenRe educators are expected to deliver counseling messages that are contextual, tailored to youth needs, and communicative.

### 2. *Optimize*

This stage involves listening and learning from the audience, as well as tailoring content based on their trends and interests. Luttrell stated that optimization is done by "understanding the data, analytics, and audience behavior to improve performance and reach more effectively." In the context of this research, GenRe Ambassadors need to monitor social media trends and adjust their outreach messages to be more relevant and appealing to Instagram users, especially Generation Z.

### 3. *Manage*

Social media management is the process of consistently monitoring content and interactions. The three main activities in this stage are: monitoring, quick response, and real-time interaction. Regina Luttrell explains that: "Social media must be managed daily, if not hourly. Brands need to respond quickly to build credibility and trust." In this study, management of the @genre\_sukoharjo account included monitoring comments, responding to questions or feedback, and actively engaging with followers.

### 4. *Engage*

Engagement is the result of the previous process. The main goal of this stage is to create meaningful two-way relationships between account managers and followers. Luttrell states that: "Engagement goes beyond likes and comments—it's about creating conversation, advocacy, and loyalty." In the context of GenRe Ambassadors, the success of this stage is marked by increased teen participation in discussions, re-sharing of content, or even involvement in ongoing campaigns.

These four dimensions form a holistic evaluative framework for assessing the impact of Duta GenRe outreach. In the context of early marriage prevention, the use of the Circular Model of Some can help identify areas for improvement while strengthening elements that are already working well.

The application of the Circular Model of SOME in this study helps analyze how the Instagram account @genre\_sukoharjo can function as an effective outreach tool in efforts to prevent early marriage. Through the stages of share, optimize, manage, and engage, researchers

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Daerah Kabupaten Malang," *Jurnal Administrasi Publik* 1, no. 3 (May 2013): 103–10.

<sup>10</sup> Jessica Alexander, Dini Safitri, and Wiratri Anindhita, "The Circular Model of Some in Instagram Management(Case Study: Forum Human Capital Indonesia)," *Jurnal Komunikasi Indonesia* 10, no. 2 (August 2021), <https://doi.org/10.7454/jki.v10i2.13882>.

can assess the quality of the content, communication strategies, and their impact on increasing adolescent knowledge and awareness regarding the issue of early marriage.

### C. Research Methods

The researcher used a qualitative descriptive research method. The method used is a holistic research method, which describes a phenomenon with comprehensive data, using genetic, objective, and affective methods, and is systematically examined. Qualitative research is an in-depth understanding of the phenomenon being studied by examining the phenomenon in greater detail on a case-by-case basis, examining the nature of the problem being studied.<sup>11</sup> With the Holistic research method describing and analyzing and describing a phenomenon with comprehensive data in a Genetic, Objective and Affective manner which is systematically studied, prevention of early marriage in high school children by Duta GenRe through Instagram social media in an effort to prevent early marriage. The research was conducted on January 28-29, 2025, The data sources used in this study are primary data sources and secondary data sources. Primary sources are direct data sources that directly provide data to data collectors, and secondary sources are sources that do not directly provide data to data collectors, for example through other people or through documents.<sup>12</sup>

Data analysis was carried out using the stages of data reduction, data presentation, and sampling techniques as stated by Sugoyono sampling technique is a method for sampling by determining the sample to be used in research, there are various sampling techniques used.<sup>13</sup> The sampling technique used by researchers is the Purposive Sampling method. Purposive Sampling is a deliberate sampling technique; researchers directly determine the criteria as samples. Conclusions are then drawn based on thematic patterns and relationships found during the analysis process. In this study, data validity is maintained by triangulation techniques of sources and methods. Researchers compare interview results with observations and documentation and reconfirm with informants to ensure the accuracy of the information obtained.

### D. Results and Discussion

#### 1. Result

This study aims to describe and analyze the impact of outreach communication conducted by the GenRe Ambassador of Sukoharjo Regency in an effort to prevent early marriage among high school students through social media, especially the Instagram platform. Instagram accounts that have interesting image and video posts will open up positive opportunities for business people. Another benefit offered by Instagram as an online media for disseminating information is that it can be used to promote early marriage.

A brand starts by introducing information about the product to the public using hashtags.<sup>14</sup> In analyzing this impact, researchers used the Circular Model of Social Media (SOME) theoretical approach developed by Regina Luttrell. This theory emphasizes the importance of four stages in managing digital communications: Share, Optimize, Manage, and Engage. These four stages form a continuously recurring cycle in an effective social media communications strategy.

#### **a. Share Stage: Effectiveness of Initial Message Delivery**

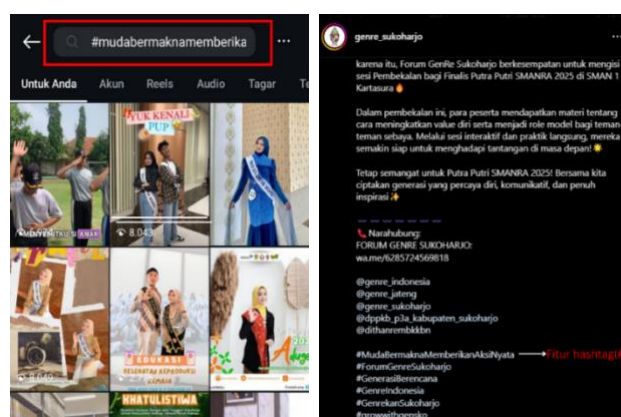
<sup>11</sup> Alexander, Safitri, and Anindhita, "The Circular Model of Some in Instagram Management(Case Study."

<sup>12</sup> Abdul Gani Jamora Nasution, "Metode Penelitian: Kualitatif dan Kuantitatif," unpublished manuscript, 2020.

<sup>13</sup> Sugiyono, *Metode penelitian pendidikan: (pendekatan kuantitatif, kualitatif dan R & D)*, Cet. 6 (Bandung: Alfabeta, 2013), [https://digilib.stekom.ac.id/assets/dokumen/ebook/feb\\_35efe6a47227d6031a75569c2f3f39d44fe2db43\\_1652079047.pdf](https://digilib.stekom.ac.id/assets/dokumen/ebook/feb_35efe6a47227d6031a75569c2f3f39d44fe2db43_1652079047.pdf).

<sup>14</sup> Tegar Pradiptatama, Joko Suryono, and Henny Sri Kusumawati, "Efektifitas Pemanfaatan Media Sosial Instagram Sebagai Media Komunikasi Pemasaran pada Online Shop @Stillstore.2nd," *Media and Empowerment Communication Journal* 1, no. 1 (May 2022): 39–52.

in the share stage, the Instagram account @genre\_sukoharjo has played an important role in conveying educational messages regarding the dangers and negative impacts of early marriage. The shared content includes infographics, digital posters, motivational quotes, and short videos discussing the themes of mental readiness, health impacts, and child marriage laws. From the results of observations conducted during the period of January–February 2025, it was found that counseling through visual content was carried out quite routinely with a consistent posting frequency of at least three times a week. This finding was reinforced by the results of an interview with the Advisor of the GenRe Ambassador of Sukoharjo Regency, Khatarina Candra Dewi, who stated that the communication approach to teenagers who are active on social media is influenced by several important factors to ensure that messages can be conveyed effectively and interestingly to build character.



Picture 2 Screenshot of the hashtag feature #MudaBermaknaMemberikanAksiNyata  
Source: (GenRe\_sukoharjo 2025)

Instagram also provides a hashtag feature that allows users to group posts according to their desired themes. The hashtag feature allows users to see community participation in uploads related to the GenRe program. The Instagram account @genre\_sukoharjo uses the hashtag (#)MudaBermaknaMemberikanAksiNyata (Young Meaningful Giving Real Action). This also demonstrates the @genre\_sukoharjo admin's efforts to engage their followers actively.

However, user engagement (likes, comments, and shares) remains limited. Of the 10 posts observed, the average received only 68–77 likes, with very few comments. This indicates that even though the message has been shared, its effectiveness in building audience participation is still suboptimal. According to Zuleyka Alifa, Head of the Medinfo Division, "We have attempted to share relevant and trending messages, but follower response has remained passive." Therefore, at the Share stage, the information delivery has not fully built a strong emotional bond or trust between the educator and the audience.

#### **b. Optimize Stage: Adapting to Audience Needs**

In the optimize phase, the @genre\_sukoharjo account optimized its content by adapting its communication style to the characteristics of Generation Z, namely teenagers who prefer visual, interactive, and concise content. Some content even uses popular language and illustrations that follow social media trends. However, based on content analysis and interviews, GenRe Ambassadors are able to consistently share information and educational messages through various forms of visual content such as infographics, digital posters, educational captions, and short videos. These messages not only discuss the dangers of early marriage from a reproductive health and educational perspective, but also convey the importance of self-development and delaying marriage for psychological and social readiness.

This content is packaged in a style tailored to the characteristics of Generation Z, which is known to be responsive to concise, visual, and interactive communication.

This demonstrates that the content sharing process has successfully created a communication space that reaches the target audience using language that resonates with their everyday lives. Researchers found that these optimization efforts were not fully based on robust data analytics. This is reinforced by the statement by the Head of Medinfo GenRe Sukoharjo Regency, who said, *Instagram Live* is used for interactive discussions and sharing sessions. As I mentioned earlier in yesterday's GenRe Sukoharjo program, the live broadcast focused on education with a wide range of topics. There is no indication that the admin team does any in-depth analysis of the best upload times, the most liked content types, or the most effective Instagram features for conveying messages (such as reels, stories, or live).



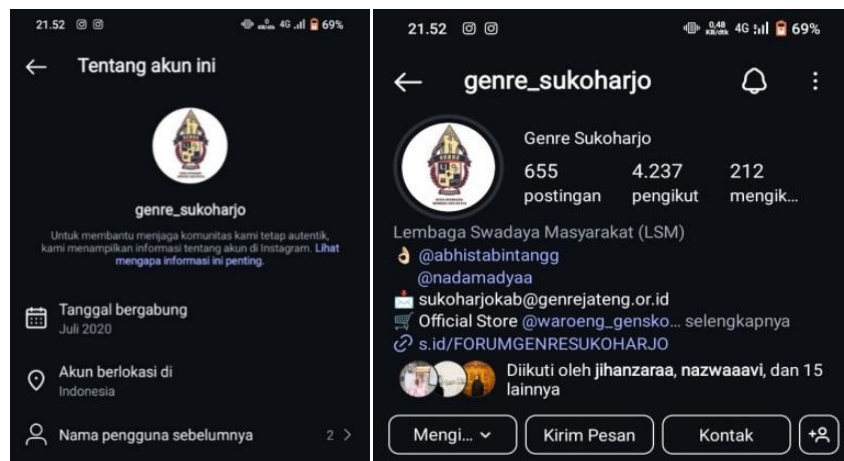
Picture 3 Implementation of the Instagram Live feature by @genre\_sukoharjo Source: (GenRe\_sukoharjo2025)

As a result, audiences haven't consistently engaged with each published piece of content. Most informants from among their teenage followers stated that they view content as "additional information," rather than as something that truly drives attitude change. This suggests that in the Optimize stage, despite adaptation efforts, extension workers need to develop strategies based on audience research and Instagram user behavior to ensure more targeted communications.

### c. **Manage Stage: Account Management and Interactive Response**

Social media management is a crucial component in determining the effectiveness of outreach communications. In this context, the @genre\_sukoharjo account is managed by the Medinfo Division of the Sukoharjo Regency GenRe Forum, with responsibilities including content production, scheduling, uploading, and account monitoring. Based on interviews and observations, account management has been structured but still lacks two-way interaction. Researchers found that comments from followers often go unanswered by admins, and there has been no effort to foster discussion through features such as polls, Q&A, or regular Instagram Live. This is reinforced by the results of an interview with Zuleyka Alifa, a Medinfo GenRe member of Sukoharjo Regency, who stated that We've been actively developing innovative outreach programs through Instagram for the past few years. Since the increase in social media use among teenagers in 2020, we've started using Instagram more frequently. From there, GenRe Sukoharjo has been conducting outreach through Instagram.

Therefore, the Sukoharjo GenRe account has begun focusing on educational and interactive content in recent years to reach audiences in the next space. Innovations are being developed from traditional to new media to support the outreach programs prepared by the GenRe Ambassadors, making it easier for Generation Z, especially high school students, to access information about preventing early marriage.



Picture 4 Screenshot of the Instagram profile of the GenRe Ambassador of Sukoharjo Regency. Source: (GenRe\_sukoharjo2025)

According to Alexander, et al, the manage phase should include real-time media monitoring, rapid user responses, and regular analysis of message effectiveness.<sup>15</sup> A lack of rapid response from the extension worker can diminish credibility and leave the audience feeling unheard. In the context of social extension, two-way interaction is key to reinforcing behavior change messages. Consequently, the extension focuses less on interpersonal relationships, which could deepen its impact on the audience. The management of the @genre\_sukoharjo Instagram account is in the fairly good category. The account admin from the Medinfo division has carried out his role from planning, creating, to publishing content. Documentation from observations shows that the content editing process is carried out independently by the GenRe team, reflecting independence and professionalism in digital media management. However, the lack of a chatbot feature or a comment and incoming message management system means that the communication management process is not running in real time, thus hindering the potential for active interaction with the audience.

**d. Engage Stage: Level of Involvement and Impact on Adolescent Awareness:**

The engagement stage is the most important indicator for assessing the direct impact of outreach. Interviews with several followers of the @genre\_sukoharjo account, who are high school students and members of PIK-R, revealed that digital outreach via Instagram has been quite influential in raising awareness of the importance of delaying marriage. Most teenagers stated that they have a better understanding of the health, psychological, and social risks of early marriage after following the account.

<sup>15</sup> Alexander, Safitri, and Anindhita, "The Circular Model of Some in Instagram Management(Case Study.)"



Picture 5 Screenshot of Instagram content @genre\_sukoharjo  
Source: (GenRe\_sukoharjo2025)

One informant said, "I learned that marrying young carries many risks, and I'm not necessarily mentally or financially ready. I used to think mutual consent was the most important thing." These findings indicate that counseling has successfully changed some teenagers' perceptions of early marriage. However, there are still obstacles in encouraging teenagers to become agents of change. Only a small number of them reshare content, invite friends to join discussions, or disseminate further information. This indicates that active engagement is still not optimal.

According to Regina Luttrell, the Engage stage should be characterized by engagement that is not just passive (viewing and liking), but also active (discussing, re-sharing, and even initiating movements). Therefore, additional strategies are needed, such as collaboration with local influencers, involvement of GenRe Ambassador alumni, and integration with school programs to make youth engagement more intensive and meaningful.

While some content has generated positive user responses, such as likes and comments supporting the campaign, the number of interactions remains relatively low compared to the account's growing following of over 4,000. This suggests that while the message has been conveyed, a strong digital social connection or relationship between the account and its followers has not yet been fully established. Interviews with informants revealed that many users remain passive followers, necessitating the development of outreach strategies to encourage more active engagement, such as through live discussions, interactive quizzes, polls, or digital challenges that directly engage the audience.

The impact of this outreach is evident in the changing mindsets of some teenagers regarding early marriage. Several informants stated that they better understand that early marriage is not a solution to social or economic pressures, but rather can become a new burden that hinders their educational and career potential. The information they gained from GenRe content has led them to develop more realistic life plans and prioritize education. Furthermore, the emergence of adolescents' desire to engage in community activities such as PIK-R (Youth Information and Counseling Center) also indicates that the outreach has succeeded in motivating them to become part of social change in their communities. Indirectly, social media has successfully acted as an outreach tool that can instill values and shape attitudes in a sustainable manner.

Visually, the images in this thesis reinforce this impact. One image shows a screenshot of the Instagram account @genre\_sukoharjo with bright, colorful content design and a strong message such as "Postpone Marriage, Achieve Your Dreams." This image demonstrates that

the counseling message is delivered visually and verbally in a balanced manner, making it easier for teenagers to understand the content. There is also documentation of offline activities such as "GenRe Goes to School" at SMA N 1 Mojolaban and the Scouts of SMA N 1 Weru, which shows that counseling does not stop only in digital media, but continues in the form of direct activities that bridge real interactions with the target audience. This reflects the Engage dimension in a hybrid context, namely simultaneous online and offline engagement. Furthermore, the use of campaign hashtags, screenshots of the Instagram Live feature, and collaboration with other youth communities such as PIK-R Plumbon, demonstrate a community-based and collaborative counseling strategy.

## 2. Discussion

The results of the study indicate that digital outreach conducted by the GenRe Ambassador of Sukoharjo Regency through Instagram social media has a positive impact in efforts to prevent early marriage among teenagers. Based on the theoretical framework of The Circular Model of SOME (Share, Optimize, Manage, Engage) by Regina Luttrell, this outreach has several visible strengths, especially in terms of increasing knowledge, awareness, and changing adolescents' perceptions of the issue of child marriage. The initial stage of this model, namely Share, has been successfully implemented by the Instagram account @genre\_sukoharjo through the dissemination of relevant, educational, and contextual information. The contents delivered in the form of infographics, posters, reels, and motivational quotes are able to explain the dangers of early marriage from various perspectives, such as psychological, legal, reproductive health, as well as potential obstacles to education and self-development of adolescents.

The impact of this stage is the creation of new awareness among the account's followers, who previously considered early marriage a legitimate solution or option, becoming more critical in considering it. This is reinforced by interview results, which indicate that young people feel they have gained new knowledge and a better understanding of the long-term consequences of marrying at a young age. Meanwhile, in the Optimize stage, the account has attempted to adapt its communication style to the characteristics of young users, including through attractive design, relaxed language, and choosing content upload times that do not disrupt learning activities. However, the optimization strategy is still limited and intuitive, as it is not yet based on accurate user behavior data. Therefore, the impact at this stage tends to be superficial—the content looks engaging, but is not yet fully capable of maximizing audience reach or sparking widespread participation.

In the Manage phase, account management is systematic, but there is still minimal two-way interaction. In effective digital communication, interactivity is a key indicator of success. This is similar to what was conveyed,<sup>16</sup> communication through social media can increase engagement between communicators and recipients, creating critical discussions between the two for decision-making regarding participating in a program. The lack of responses to comments or invitations to discuss in the comments section indicates a weakness in building rapport between the educator and the audience. This impacts the audience's emotional engagement, which can lead to a reduced desire to engage further in the campaign or follow-up discussions. Nevertheless, the content management structure involving the Medinfo Forum GenRe team has demonstrated a strong commitment to maintaining the continuity of outreach. Finally, the Engage phase is a critical point in assessing the extent to which outreach impacts audience behavior. The study found that adolescents are beginning to develop a new awareness of the issue of early marriage and understand that readiness for marriage is not just a matter of age, but also psychological, emotional, and economic maturity. However, their engagement is still limited to the receptive

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<sup>16</sup> Tsalasa An Nisaa and Joko Suryono, "Meningkatkan Penjualan UMKM Dan Keterlibatan Pelanggan Melalui Personal Branding Periklanan Media Sosial," *Media Bina Ilmiah* 19, no. 7 (February 2025): 5145–56.

level (receiving information) and has not yet reached the collaborative stage (becoming agents of change).

The impact of early marriage prevention is clearly visible in indicators of changes in attitudes and understanding. Most informants admitted to limiting their consumption of content that romanticizes early marriage and preferring to focus on education or self-development. This demonstrates that counseling not only provides knowledge but also influences thinking and decision-making. However, this impact still needs to be strengthened with strategic steps, such as increasing digital interactivity, involving schools and youth communities in online campaigns, and integrating content with relevant local and religious values. Overall, early marriage prevention through a social media-based digital communication approach has great potential to create significant social change, provided it is managed with a participatory, responsive, and sustainable approach.

## E. Conclusions

The conclusion of the research results related to the impact of early marriage on the Instagram social media account @genre\_sukoharjo between extension workers and followers and other users, namely as follows:

Preventing early marriage through digital communication strategies, such as those implemented by the GenRe Ambassadors of Sukoharjo Regency through Instagram, has had a positive impact in raising awareness and changing adolescents' perceptions of the issue of child marriage. Based on analysis using the Circular Model of SOME theory by Regina Luttrell, outreach efforts have been quite effective at the stages of information dissemination (Share) and adapting content to audience needs (Optimize). The adolescents targeted by the program are beginning to understand that early marriage carries significant risks from a psychological, health, economic, and educational perspective. Consistently published educational content successfully reaches the audience and triggers personal reflection, which is crucial for attitude change.

The Manage and Engage stages of the digital communication cycle still face challenges. Low levels of two-way interaction and lack of active audience participation indicate that youth engagement in outreach campaigns remains passive. Most youth are merely recipients of information, not yet actively acting as agents of change or disseminators of messages. Therefore, while the impact of outreach can be felt in the form of increased knowledge and awareness, the transformation toward collective behavioral change still requires strengthening.

Observations show that the active interaction between teenagers and the educational content delivered by the GenRe Ambassadors has successfully raised broader awareness about the dangers of early marriage. Furthermore, some teenagers who previously held differing views on early marriage have begun to change their mindsets after understanding the potential consequences. This success is also supported by the Instagram account's ability to reach a broad and interactive audience. With the comments and discussion features, teenagers can share their views and experiences on this topic, creating a more dynamic and supportive learning environment. Therefore, the development of Instagram features for extension workers needs to be adjusted to the various constraints mentioned above in responding to the target audience of GenRe extension workers, to increase the effectiveness of extension content through Instagram social media.

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