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The Role of Public Space as a Provision for Marriage (Study of Instagram Accounts @birojodohrumaysho)

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Abstract: The digital revolution has caused many digital phenomena and issues related to society such as denomination and moral degradation and even the increase in divorce cases. Rising divorce cases are certainly urgent in the current discussion which is suspected by the lack of knowledge about marriage. As we know that marriage provisions are very important looking forward, there must be many domestic problems that arise. This research wants to see the role of the public space of family media and see the important point of this role as a provision for marriage for adolescents and young adults through this content This research is a type of field research (Field Research) which is carried out systematically by looking at the phenomena that exist in society and then connected with data on the instagram social media account of the birojodohrumaysho. However, because the data collection process refers to the application platform on the internet, this research can be called a study of phenomena on the internet, or in other terms nethography while the analysis is carried out using qualitative descriptive analysis by looking at field data and also the appropriate theory in this study, namely the theory of mass communication and media exposure. The results of this study describe 3 roles of the public space of family media, namely social transmission, 3 general points of role and purpose of relationships. In addition, openness in receiving information and applying it is an important thing as a result of media exposure that produces behavior.

Keywords: *roles; public spaces; social media; wedding provisions*

A. INTRODUCTION

The rapid development of the digital world has begun to penetrate into almost all areas of people's lives. Various issues and cases surrounding the digital society arise and become real impacts of the digital revolution such as Lifestyle, behavior, Economy, and Citizenship. (Rahyaputra, 2018) The Indonesian Internet Service Providers Association (APJII) sees Indonesia's internet usage reaching 77.02% in 2021-2022. The most users are in the 13–18 year age group (99.16%), and the 19–34 year age group has internet penetration of 98.64%. (Pahlevi, 2022) The use of media that is widely used, especially in the current era of society, especially among teenagers and young adults, provides more space for

social and economic actors in attracting as many enthusiasts as possible for the common good.

The easier access to technology has a greater impact, especially the phenomenon of teenagers dating, sex before marriage, married by accident, and even increasing divorce cases. (Handayani, 2018) The increase in divorce cases in Indonesia, according to the Statistics Indonesia report, reached 447,743 cases in 2021, an increase of 53.50% compared to 2020 which reached 291,677 cases. Disputes and quarrels continue to be the highest divorce factor in 2021, namely 279,205 cases while other divorce cases are motivated by economic reasons, there is one party who leaves, domestic violence, to polygamy. (Annur, 2022)

Rising divorce cases are certainly urgent in the current discussion which is suspected by the lack of knowledge about marriage. The weak provision of marriage, one of which is characterized by moral degradation influenced by the media (External) and the difficulty of self-control (Internal). As we know that marriage provisions are very important looking forward, there must be many domestic problems that arise even from small things such as ego / high prestige, inaccessibility problems, economic and family problems and many others. In addition, marriage provisions can be prepared early to build a family.

Here are some literature reviews on the role of social media use and its relation to the family. Research by novianti that focuses on the use of social media as a cause of household disharmony and its analysis according to Islamic law which states that not all technological advances provide convenience, either in terms of work or ease of communication. Married couples or social media users make certain restrictions in using the media. (Novianti, 2020) Cahyono et al, also explained the influence of digital

media on social behavior and saw that the family has a considerable influence on social behavior. (Cahyono et al., 2022) Another research by Amaruddin, et al examined the role of family and social media in shaping the polite character of students in elementary schools who saw that the family has an important role in character building in addition to having to manage the use of social media for children in various functions. (Amaruddin et al., 2020) Like Amaruddin's research, Zahra, et al also discussed the importance of assistance provided by parents is very necessary to minimize the negative impacts that may occur when children access social media in the midst of the Covid-19 pandemic. (Zahara et al., 2021) Ningrum in his research explained the importance of the important role of parents in responding to the impact of social media on children's personality development, namely parents as figures, monitors and controllers in the wise and responsible use of social media. (Ningrum, 2018) Like the previous study, ASN also examined the level of influence of social media use and democratic parenting on the learning achievement of grade VI students of Madrasah Ibtidaiyah Se Kota Batu which stated that the main factor of student learning achievement was not from the scope of parents or media but other factors. (Asna, 2018)

Such conditions are of concern to the author why it raises this theme so that its significance is very clearly visible. In addition, the significance that the author describes above is also part of the novelty (novelty) of this paper from previous research whose difference lies in the focus of the study. Previous research has discussed more about the role and factors of social media use onresearchers' variables, but the relevance of this study is what are the roles of public spaces in family media accounts @birojodohrumaysho and the important point of this role as a provision for marriage

among adolescents and young adults through the content that account managers have produced.

B. MATERIALS AND METHOD

This research includes field studies (Field Research) and is descriptive qualitative with the aim of drawing an in-depth conclusion from a reality of development in social society using an empirical approach. However, because the data collection process refers to the application platform on the internet, this research can be called a study of phenomena on the internet, or in other terms nethography. Through nethography, researchers try to uncover various cases of ta'aruf online which are quite massive on these various platforms.(Rahman & Zulhaqqi, 2020) The analysis in this study can be studied using the teori of Mass Communication initiated by Tan and Wright in Liliweri (1991) that Mass Communication is a form of media communication that connects each other and causes an effect .(Sanjaya, 2020) Mass Communication Theory is used to see the effects arising from the use of communication media that are connected to each other and give rise to newness in this study. In addition, it uses the theory of media exposure by Larry Shore which states Media is more complete than just access but also concerns whether a person is physically close enough to the presence of mass media but whether one is really open to messages spread through the media.(Ayuningtias, 2013) This theory is to see the openness of oneself in receiving information through the Instagram account @birojodoh rumaysho through practice.

Studies related to online issues through social media and are also still relatively contemporary to be discussed in family law. On that basis, this research seeks to explore the role and also the urgency of the role of the public space of the family media on the birojodohrumaysho Instagram account for activities in the public media space.

C. RESULT AND DISCUSSIONS

1. Public Spaces of Social Media: Phenomena and Realities

Rustam Hakim argued that public space is a space formed because of the need for a place to meet or communicate between one human being and another. (Hantono 2019) Along with the development and progress of the times, public spaces continue to function as a place for people to meet, gather and interact both for economic, social and cultural purposes. (Rosad, 2020) Like what Giddens argues that understanding the current space must be combined with the meaning of time. Because of that time, the meaning of space continues to evolve and dynamically. (Suparyanto, 2020)

In the current era, public spaces that were once only considered public open spaces (places) that are in a place but are now transformed into public media spaces where time and place are not limited like social media public spaces.

Stephen Carr stated that the quality of public spaces is divided into 3, namely responsive, democratic, and meaningful. Responsiveness can be interpreted to mean that the space is designed and managed with the interests of its users in mind. While democratic means that the rights of users of public spaces are protected, users of public spaces are free to express themselves in these spaces, but still have certain restrictions because in the use of common spaces there needs to be tolerance among space users. The meaning of meaningful includes the existence of an emotional bond between

the space and the lives of its users. (Hasim, dkk 2016)

The quality of public space in the modern era today is certainly closely related to the users of public spaces themselves. Various interesting phenomena come from current societal issues in the era of the digital revolution, especially in the public space of social media. One of them is the lack of marriage provisions which cause various domestic problems. The massive use of media not only has a negative but also positive impact on the use of public telecommunications activities.

It is not wrong if the Instagram account @birojodohrumaysho be used as an intermediary medium for the occurrence of the current phenomenon. The institution, in addition to implementing ta'aruf both offline and online, also inserted premarital education in it as an effort to narrow ignorance and increase knowledge related to marriage.

In fact, marriage provisions are very important for today's younger generation, both teenagers to young adults or what we usually known as the millennial generation. Because the divorce rate due to unprepared marriages occurs 10% per year according to data from the Director General of the Religious Justice Agency (Badilag), the Supreme Court of the Republic of Indonesia (RI) for the 2014-2016 period, divorce increased by 3% / year 2014 (344,237) and 2016 (365,633), 2017 415,000 divorce cases, divorce gugat (301,000), divorce talak (114,000), joint property (1,749) and other cases (800), 2018 divorce cases (558,037). The divorce rate increases every year as well as divorce cases quite a lot in religious courts. (Holden et al. 2022) Looking at these data can lead to the idea that marriage should be based on provisions that can encourage and

minimize the impact after marriage such as disputes, misunderstandings, quarrels motivated by unpreparedness for the household, pre-marriage habitsthat are then brought to the marriage and much more.

2. A New Role in The Public Sphere of social media

Of course, every institution has a role in what it does. Here are 3 New Roles that can be seen in the social media public sphere study of @birojodohrumaysho family media accounts:

a. Socio-Cultural Transmission

The changes that come through the environment can be seen in real terms in our lives. Ta'aruf which was originally conventional with face-to-face is now evolving into Modern Ta'aruf. The changes in the times and their development make learning for humans that everything will certainly change and adjust to conditions. The current modification of ta'aruf is adapted to the wishes and needs of its users.

The importance of the role of education causes anthropologists to pay a lot of attention and study it, because through education the process of transmission and transformation of culture from genaration to the next generation takes place, and through education also a form of culture can be maintained or changed. (Buska and Prihartini 2019) Religious movements on social media are increasingly rampant with the emergence of groups or institutions that offer a number of things, one of which is ta'aruf. The transmission of ideology is carried out through the process of teaching and learning activities which contain a

hidden curriculum that has been adapted to the needs of the user. (Mahmudah 2017) The transmission not only presents changes but also desires, needs and knowledge.

b. 3 General Points: To

Mass communication is a form of media communication between individuals and institutions and produces certain effects. (Wicaksana 2016) There are 3 general points in this study that explain the role of public space as a provision for marriage including:

1) *To Inform*

Public Space plays a role in informing everything, social media plays a very important role in disseminating information to the wider community. Since its inception, social media has been intended as a forum for its users to easily participate, share, and exchange information and ideas in communities and virtual networks. (KADIS 2020). In the ta'aruf public space, namely birojodohrumaysho, not only informs about the provisions of the wedding but also information on studies and other charitable events.

2) *To Persuade/ Offer*

The media is trying to persuade, invite and seduce the audience over a form to move it to do something. (Wicaksana 2016) Media ta'aruf birojodohrumaysho not only offers related services but also products such as books, clothes, and much more.

3) *To Learn*

Mass media apart from providing information can also provide teaching and lessons through the content provided such as birojodohrumaysho which sees content as a learning medium and also premarital education which is included in the stages of the ta'aruf process in the institution.

c. Relationship Goals: Premarital Education

The role for success in relationships is certainly not far from the efforts made such as the implementation of premarital education which is a reframing of the purpose of marriage. One of the purposes of marriage as stated in sura ar-Rum verse 21 is to obtain peace, comfort, love and affection. The basic principles of Islamic marriage that marriage counselors should know can be formulated as follows: In choosing a prospective spouse, the religious/moral factor of the candidate must be the first consideration before offspring, form and property. (Wicaksana 2016)

The purpose of marriage must be realized either by means of oneself or through assistance such as attending premarital education or online studies and independently. However, in addition to the ta'aruf process, birojodohrumaysho also added a premarital education curriculum to achieve the goal of marrying itself.

3. **Narrative of The Role of Public Space as Openness**

The media is more complete than just access but it also concerns whether one is physically close enough to the presence of the mass media but whether one is really open to the messages spread through the media. (Autoridad Nacional del Servicio Civil 2021) A

media certainly has a message to be conveyed whether it is information or an offer. Likewise, birojodohrumaysho sees and provides information not only as information but also how the audience reacts to the message and opens up through these messages.

Openness in taking information and applying it is a good thing besides having a strong foundation. Like the birojodohrumaysho Instagram account which has a followers count of 12.4 thousand making the account quite popular among teenagers and young adults. In addition to displaying family-related content and studies, it also offers a ta'aruf process on a national and even international scale. It can be concluded that with a large number of registrants in the range of 5-6 thousand, the institution is not only in demand from content but also information, offers and also learning through the ta'aruf process and premarital education in it.

The shift in understanding of the old to the new provides its own lessons for humans to adapt. The Role of Public Spaces Instagram social media provides openness to access to do something beneficial for both content owners and account users/connoisseurs.

D. CUNCLUSION

The shift in understanding from the old model to the new one provides its own lessons for humans to adapt. The Role of Public Space Instagram social media provides open access to do something useful for both content owners and account users/connoisseurs. The ta'aruf public sphere provides the view that premarital education is needed as a provision for marriage, especially for the younger generation who are hungry for media today in addition to the many phenomena that occur.

The media provides very broad access to its own audience and audience who can take advantage of what the media wants to be like and how.

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