



THE USE OF POSTER MEDIA AS EARLY MARRIAGE EDUCATION

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ABSTRACT

The high rate of early marriage is influenced by economic, social, cultural, and educational factors. The lack of awareness among adolescents about the consequences of early marriage increases the likelihood of young marriages, which negatively affect health and education. This study aims to evaluate the effectiveness of poster media in raising awareness among adolescents aged 15–19 about the risks of early marriage, psychological impacts, reproductive disorders, and the importance of continuing education. The research methodology uses a qualitative approach, involving group discussions, observation, interviews, documentation, and the use of educational posters to assess the knowledge and attitudes of adolescents. The findings indicate that the use of poster media in early marriage education significantly impacts the improvement of adolescents' awareness regarding the risks of marrying at a young age. The study, conducted with junior and senior high school students aged 15–19 in Sengeti Village, Muaro Jambi District, found that students perceived the poster messages as easily understandable and capable of raising awareness about the negative effects of early marriage, such as psychological barriers, reproductive health issues, and interrupted education. Education was delivered through material presentations, discussions, and the distribution of posters both in person and on social media, which motivated adolescents to continue their education, maintain appropriate social behaviors, and understand the risks of early marriage. This shows the effectiveness of socialization in shaping preventive thinking. In conclusion, education through posters and discussions effectively increases the awareness of adolescents aged 15-19 about the risks of early marriage, encourages prevention, promotes continuing education, and helps them understand its negative impacts.

Keyword: Early Marriage, P, Poster



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INTRODUCTION

The high rate of early marriage is caused by various interconnected factors, such as economic, social, cultural, and educational aspects (Rosyidah & Listya, 2019). The lack of information regarding early marriage contributes to the increased likelihood of adolescents marrying young, either due to parental pressure or their own desire to marry (Septianah et al., 2020). Knowledge plays a crucial role in shaping individual attitudes and behaviors. Adolescents' understanding of the impacts of early marriage on reproductive health can prevent such practices and reduce maternal and infant mortality rates (Linda & Lestari, 2023). Early marriage also negatively impacts reproductive health, as physical and mental immaturity often leads to pregnancy complications. Additionally, cultural factors that view marriage as a social obligation further reinforce this practice. Ideally, marriage should be based on shared responsibility, emotional support, and readiness to form a harmonious and sustainable family (Jannah, 2012; Akbar et al., 2021; Masri, 2024).

In 2022, Indonesia ranked eighth globally in terms of early marriage cases, with a total of 1.2 million cases, increasing to 1.5 million in 2023. According to the Central Statistics Agency (BPS), South Sumatra province reported a marriage rate of girls under 18 years old at 11.41%, making it the second-highest in the country. Early marriage refers to a marriage between individuals who are not physically, mentally, or socially ready, potentially leading to various negative consequences for the couple's life (Adam, 2020). This phenomenon is influenced by cultural factors, social pressures, and low awareness of reproductive health. Adolescent girls who marry young are at high risk of experiencing pregnancy complications and reproductive organ disorders (Zelharsandy, 2022). Furthermore, the desire to have children soon often encourages young marriages (Adrian, 2024), even though psychologically, it can trigger stress, anxiety, and depression due to emotional immaturity (Nur'aini & Haryati, 2023).

Posters serve as a visual learning medium designed to integrate elements such as color, illustrations, graphics, and text to effectively convey ideas, messages, or scientific concepts. Posters are also described as large-format visual media that emphasize one or two key ideas, making them easy to understand through images (Yusfarani, 2016; Yaszak, 2015). An attractive visual design plays a vital role in enhancing the effectiveness of posters as a communication tool, as it can capture attention, facilitate message comprehension, and improve audience retention. The right combination of colors, a balanced layout, and relevant graphic elements make posters an effective communication tool for delivering social messages, particularly to adolescents aged 15–19 (Wahyuningrum & Hernawati, 2021). Moreover, the use of engaging learning media can increase student enthusiasm and motivation, while strengthening active interaction between educators and students in the learning process (Susanto et al., 2021).

Posters function as an effective educational tool by presenting complex information in an attractive and easy-to-understand visual format (Bentsen & Østergaard, 2025). In the context of early marriage education, digital posters have proven to be a significantly impactful tool. A study conducted in Kedungadem, Bojonegoro Regency, found that digital posters significantly increased adolescents' knowledge and attitudes towards child marriage through a pre-experimental design with a pretest-posttest approach. The results showed an increase in understanding after exposure to the posters ($p = 0.000$) (Mulyani et al., 2024). This finding highlights the potential of visual media in raising adolescents' awareness of the consequences of early marriage. However, comparison studies indicate that audiovisual media, such as educational videos, also have a significant positive impact, particularly in raising awareness and attitudes toward the appropriate age for marriage (Urnia et al., 2023; Meilani

et al., 2023). Therefore, combining posters with audiovisual media can further enhance the effectiveness of education.

This study identifies a gap in early marriage education, particularly regarding the underutilization of posters as an effective educational tool for adolescents. The novelty of this research lies in its interactive approach that combines educational posters with direct discussions for adolescents aged 15-19 in junior and senior high schools in Sengeti Village, Muaro Jambi Regency, a context that has not been extensively explored. The aim of this study is to evaluate the impact of poster media on increasing adolescents' awareness and understanding of the risks of early marriage, including psychological impacts, reproductive disorders, and interrupted education. The results of this study show that participants found the messages in the posters easy to understand and became more aware of the negative consequences of early marriage. The impact of this research is expected to motivate adolescents to continue their education, maintain healthy social interactions, and take preventive actions.

RESEARCH METHODOLOGY

This study employs a qualitative approach with focus group discussions as the primary method, alongside data collection through open-ended interviews (direct questioning) and closed-ended interviews (distributing questionnaires). The study's subjects are adolescents aged 15–19 from junior and senior high schools in Sengeti Village, Muaro Jambi Regency. A qualitative approach is used to explore and understand, in depth, the meanings formed by individuals or groups in the context of social issues, with a descriptive presentation of the findings. This approach is naturalistic, as it is conducted in natural settings without manipulation or special treatment of the research subjects (Fauzi et al., 2022). Data is gathered through direct interaction with participants, using interviews and documentation to strengthen the validity of the results. The focus group discussion method is applied not only to educate about early marriage but also to explore adolescents' understanding of the impacts associated with marrying at a young age (Aryati et al., 2020). During the discussion sessions, the researcher also introduces educational media in the form of posters containing information about the risks of early marriage. These posters are not only used during face-to-face activities but are also uploaded to Instagram as a means of disseminating information more widely to the public, particularly to adolescents.

RESULT AND DISCUSSION

The findings of this study show that the use of poster media in early marriage education has a significant impact in raising adolescents' awareness about the dangers of early marriage. Based on the data collected from adolescents aged 15–19 who are enrolled in junior and senior high schools in Sengeti Village, Muaro Jambi Regency, the majority of students acknowledged that the messages in the posters were easy to understand and successfully raised their awareness about the negative consequences of early marriage, such as psychological barriers, reproductive disorders, and interrupted education.

Table 1: Evaluation of Early Marriage Education Poster

No	Indicator	Average Result
1	Relevance of content to the theme	4.0
2	Clarity of information	4.1
3	Visual appeal (color, images, layout)	4.0

No	Indicator	Average Result
4	Readability of text	3.9
5	Creativity of presentation	4.0
6	Relevance of images to the message	4.0
7	Ease of understanding the message	4.1

Table 1 displays the evaluation results of the early marriage education poster, based on seven indicators assessed by 20 students. Each indicator reflects an important aspect of the poster's quality, including the relevance of content, clarity of information, visual appeal, readability, creativity of presentation, relevance of images to the message, and ease of understanding the message. The average results show that most indicators received scores above 4, indicating that the students generally rated the poster positively.

The highest average scores were for the indicators of clarity of information and ease of understanding the message(4.1), suggesting that the poster was effective in delivering the core message clearly and in an easily comprehensible manner. However, the readability of text indicator was slightly lower (3.9), which implies that some students may have experienced difficulty reading or following the text on the poster. Overall, the table shows that the poster was well-rated in terms of visual presentation, content, and ease of understanding, making it an effective tool for communicating information about early marriage to students.

Table 2: Student Understanding of the Poster

No	Indicator	Average Result
1	Understanding the main message	4.3
2	Correctly explaining the content of the poster	4.2
3	Awareness of the consequences of early marriage	4.0
4	Knowledge of the recommendations/solutions	4.1
5	Relating the poster to real-life situations	4.0
6	Ability to retell the poster's message	4.1
7	Interest in learning more about the topic	4.2

Table 2 shows the average results for students' understanding of the early marriage education poster based on seven indicators. These indicators include the ability to understand the main message, correctly explain the content of the poster, awareness of the consequences of early marriage, knowledge of the recommendations or solutions provided in the poster, relating the poster to real-life situations, ability to retell the poster's message, and interest in learning more about the topic. The average results for each indicator range from 4.0 to 4.3, indicating that students, overall, had a good understanding of the information presented in the poster.

The indicator understanding the main message had the highest average score (4.3), signifying that the poster effectively communicated its key message. The indicators awareness of the consequences of early marriage and relating the poster to real-life situations received slightly lower average scores (4.0), suggesting that there is still room for students to deepen their understanding of the topic.

Overall, this table confirms that the poster was effective in enhancing students' understanding of early marriage. The more visually appealing and well-designed the poster, the higher the students'

understanding. For example, posters with clear text, relevant images, and creative presentation made it easier for students to grasp the core message, reflected in high scores for indicators like the ability to explain the content of the poster and awareness of the consequences of early marriage. Furthermore, visually engaging posters also increased students' interest in learning more about the topic, as seen in the indicator of interest and ability to retell the poster's message.

The research conducted in Sengeti Village, Muaro Jambi Regency, demonstrated that junior and senior high school students aged 15-19 found the poster messages easy to understand and became more aware of the risks associated with early marriage, including psychological obstacles, reproductive health issues, and the interruption of education. Education through posters, discussions, and social media platforms proved to motivate adolescents to maintain healthy social interactions, continue their education, and apply the knowledge gained from the poster.

Early marriage has a significant impact on reproductive health, often leading to complications such as premature birth, low birth weight, and higher rates of maternal and infant mortality (Maharani et al., 2024; Alamdo et al., 2025). Young mothers are also at higher risk of developing cervical cancer and contracting sexually transmitted infections, which can exacerbate their health conditions (Irani & Roudsari, 2019; Basid et al., 2025). Mental health issues are also more common, with early-married women more likely to experience depression, anxiety, and post-traumatic stress disorder (PTSD) (Nhampoca & Maritz, 2024). Psychological trauma is often compounded by domestic violence and social isolation, contributing to long-term emotional distress (Yadav et al., 2024). General health may also be affected by gynecological issues and a high rate of miscarriage, further underscoring the negative impact of early marriage on physical health (Manandhar & Joshi, 2020).

Early marriage disrupts educational attainment, as many young brides are forced to drop out of school. This limits their career opportunities and perpetuates the cycle of poverty, as education is a key factor in economic mobility (Hyseni Duraku, 2020). Higher education levels are strongly associated with lower rates of early marriage, emphasizing the importance of education in prevention (Hyseni Duraku, 2020; Hasti et al., 2021). Economically, early marriage often results in poor outcomes for women, as they face more difficulty securing employment and are more vulnerable to living in poverty (Saleheen et al., 2021). Economic pressure, especially in low-income families, is one of the main drivers of early marriage, highlighting the relationship between poverty and gender inequality in perpetuating this issue.

Early marriage also causes social isolation, as young brides are often cut off from their families and friends. This isolation can have long-term emotional and social consequences, depriving them of essential support (Khan et al., 2024). Cultural and religious values play a significant role in sustaining early marriage, as in many communities, early marriage is seen as a way to protect family honor or as part of a rite of passage (Marphatia et al., 2021). In such contexts, early marriage is often normalized and even encouraged, making it difficult to challenge or change. To address these deeply ingrained cultural norms, education and community-based interventions are needed. Empowering women and creating supportive environments through legal reforms and social campaigns can help break the cycle of early marriage (Baysak et al., 2021; Mehra et al., 2018).

CONCLUSION

Based on the research findings, poster media has proven to be an effective educational tool in increasing adolescents' knowledge and awareness of the dangers and negative consequences of early marriage. Posters have the advantage of delivering information concisely, clearly, and in an

easily understandable manner, thereby encouraging adolescents to delay marriage and prioritize their education, as well as their mental and physical health. Through socialization and community service activities that use posters, both face-to-face and via social media platforms, adolescents can better understand the risks of early marriage. This helps them expand their perspectives and promotes wiser decision-making regarding their future. Therefore, the use of posters as an educational communication medium is highly recommended as an effective strategy in the efforts to educate and prevent early marriage among adolescents, particularly at the junior and senior high school levels. The research conducted in Sengeti Village, Muaro Jambi Regency, indicates that the majority of students find posters easy to understand and effective in raising awareness of the negative impacts of early marriage, such as psychological disturbances, reproductive health issues, and disruption of education. Posters were assessed positively from various aspects, including content relevance to the theme, clarity of information, visual appeal, text readability, and the relevance of images to the message. With an attractive and easily comprehensible design, posters are able to convey the main message clearly, encouraging students to better understand and connect the information to real-life situations, making them an effective educational medium in preventing early marriage.

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