

ABSTRAK

Fenomena “*Marriage is Scary*” berkembang sebagai wacana yang merepresentasikan kekhawatiran generasi muda terhadap institusi pernikahan dan semakin menguat melalui media sosial. Fenomena ini tidak hanya muncul sebagai ekspresi individu, tetapi juga membentuk persepsi kolektif di kalangan Generasi Z di Desa Kediri. Penelitian ini bertujuan untuk mengetahui dan menganalisis persepsi Generasi Z terhadap fenomena “*Marriage is Scary*” serta faktor-faktor yang memengaruhinya. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan informasi dilakukan melalui wawancara mendalam, observasi, dan dokumentasi. Pemilihan informan menggunakan teknik *snowball sampling* dengan kriteria Generasi Z yang aktif menggunakan media sosial dan memahami fenomena tersebut. Analisis informasi dilakukan melalui tahapan reduksi informasi, penyajian informasi, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa sebagian besar informan memaknai fenomena “*Marriage is Scary*” sebagai representasi ketakutan terhadap konflik rumah tangga, perselingkuhan, kekerasan dalam hubungan, serta ketidaksiapan emosional dan ekonomi. Persepsi tersebut terbentuk melalui intensitas paparan konten media sosial, pengalaman orang terdekat, serta diskursus publik yang berkembang. Informan juga menunjukkan kecenderungan untuk lebih berhati-hati dan selektif dalam memandang pernikahan, dengan mempertimbangkan kesiapan diri dan kualitas hubungan sebelum mengambil keputusan.

Kata kunci: persepsi, generasi Z, *marriage is scary*, media sosial, pernikahan

ABSTRACT

The "Marriage is Scary" phenomenon has developed as a discourse reflecting the younger generation's concerns about the institution of marriage, and has become increasingly prevalent through social media. This phenomenon emerges not only as an individual expression but also shapes collective perceptions among Generation Z in Kediri Village. This study aims to determine and analyze Generation Z's perceptions of the "Marriage is Scary" phenomenon and the factors influencing it. This study employed a qualitative approach with descriptive methods. Information was collected through in-depth interviews, observation, and documentation. Informants were selected using a snowball sampling technique, with the criteria being that Generation Z members actively use social media and understand the phenomenon. Information analysis was conducted through the stages of information reduction, information presentation, and conclusion drawing. The results show that most informants interpret the "Marriage is Scary" phenomenon as a representation of fears of marital conflict, infidelity, relationship violence, and emotional and economic unpreparedness. These perceptions are formed through intense exposure to social media content, the experiences of those closest to them, and evolving public discourse. Informants also demonstrated a tendency to be more cautious and selective in their views on marriage, considering their own readiness and the quality of their relationships before making decisions.

Keywords: perception, generation Z, marriage is scary, social media, marriage