



Participatory Learning in the Utilization of Social Media: A Study on PIK-R Well Majalaya in Child Marriage Prevention Education

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Abstract: Child marriage is still a serious issue in Indonesia that has an impact on reproductive health, education, and the quality of life of adolescents. This study aims to analyze the digital strategy of the Well Majalaya Youth Information and Counseling Center (PIK-R Well) for its Instagram campaign to prevent child marriage. Data were collected through analysis of 10 Instagram posts from June-July 2025 and through a Focus Group Discussion (FGD) with PIK-R Well administrators, using the Kolb Experiential Learning approach. The results showed that event-themed and collaborative posts had wide reach, but more meaningful engagement came from factual educational content, albeit with fewer views. Through the FGD, PIK-R Well administrators reflected on their experiences, identified weaknesses in previous digital strategies, and formulated new strategies, including increasing the frequency and variety of content, using a call to action (CTA), and fostering digital collaboration with schools and communities. This study concludes that social media can serve not only as a promotional tool but also as an experiential learning space that strengthens organizational capacity and increases adolescents' awareness of the dangers of child marriage.

Keywords: child marriage, digital literacy, experiential learning, PIK-R, social media

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INTRODUCTION

The issue of child marriage not only affects the individuals directly involved but also has broader implications for the stability of society and economic development (Parsons et al., 2015). Child marriage often leads to cycles of poverty, as young brides may be forced to drop out of school, limiting their future opportunities and economic independence. In addition, this practice can perpetuate gender inequality, as girls are often married off at a young age, depriving them of their agency and potential (Sukadi et al., 2024). Addressing this issue requires a multifaceted approach, including education and public awareness, to empower families to make informed decisions about marriage, thereby fostering a culture that values youth education and gender equality (Mohammed Tohit & Haque, 2024).

Youth Information and Counseling Centers (PIK-R) play an important role in providing valuable education and support to adolescents, helping them understand the implications of early marriage and promoting healthier life choices (Kurniadi et al., 2023). Engaging young people in discussions about their rights and opportunities can significantly reduce the prevalence of child marriage in society (Tahir, 2024). This engagement can also foster a supportive network, encouraging young individuals to pursue education and postpone



marriage, ultimately leading to better outcomes for future generations. PIK-R officers play an important role in advocating for reproductive health and preventing child marriage, emphasizing the importance of education and community involvement in addressing these pressing issues (Sari et al., 2023). Through targeted outreach and education initiatives, PIK-R can effectively raise awareness about the negative impacts of child marriage, ultimately empowering adolescents to make informed choices regarding their futures. By fostering dialogue and collaboration among various stakeholders, PIK-R can strengthen community efforts to combat child marriage and promote a culture of education and empowerment for youth (Tahir, 2024).

Social media can be an effective tool for raising awareness about early marriage by disseminating accurate information and educating teens about the risks and consequences (Ma'rufa et al., 2024). Campaigns through platforms like Instagram can reach a wider audience and facilitate interactive discussions, thus encouraging active participation in early marriage prevention efforts. By leveraging social media, we can create engaging content that resonates with young audiences, encouraging them to share their experiences and advocate for postponing marriage and pursuing education (Parker, 2024).

In the context of adult education, social media managed by PIK-R can serve as a relevant learning resource for both adolescents (as an audience) and administrators (as digital campaign organizers). For teens, educational content on Instagram, such as posters, short videos, and visual storytelling, aligns with the digital generation's preference for multimedia-based learning. The fast, interactive, and accessible nature of social media allows teens to access information about the impact of child marriage in ways that suit their learning styles. This confirms that social media is not only a means of communication but also an informal learning space that fosters critical awareness among adolescents (Greenhow & Lewin, 2016).

Meanwhile, for PIK-R Well administrators, the Focus Group Discussion (FGD) activity was designed with an Experiential Learning approach (Kolb, 1984). The learning cycle, consisting of concrete experiences, reflection, conceptualization, and experimentation, is applied through the analysis of social media content. Concrete experience is realized through a direct evaluation of published Instagram content; reflection is carried out in group discussions to identify strengths and weaknesses; conceptualization arises when participants formulate new, more targeted strategies; and experiments are carried out through content implementation plans and the optimization of digital collaboration. This process reflects adult education principles that emphasize active participation, experiential relevance, and practical application (Campbell & Burnaby, 2005).

Thus, this activity shows the existence of two layers of learning that complement each other. On the one hand, adolescents gain learning experience through multimedia content on social media in accordance with their characteristics as digital natives. On the other hand, PIK-R Well administrators undergo an experiential learning process through FGDs, which strengthens their organization's capacity to design more effective digital campaigns. The integration of social media-based educational content with reflective processes through experiential learning demonstrates that adult education principles can be implemented synergistically, both in adolescent digital learning and in strengthening administrators' capacity as facilitators.

Examining the function of PIK-R in leveraging social media necessitates an investigation of how digital tactics can enhance teenage literacy and understanding of social media issues. This technique will enhance teenagers' understanding of social issues and bolster their ability to utilize digital media responsibly and effectively.

Despite growing recognition of social media's potential in health and reproductive education, empirical studies specifically examining how youth counseling organizations such as PIK-R design, implement, and reflect on their Instagram-based campaigns remain limited.

Most existing literature addresses social media use in awareness campaigns in the abstract, without capturing the organizational learning process underpinning strategy development. Furthermore, the application of Kolb's Experiential Learning framework as a methodological and reflective tool within adolescent health advocacy organizations has received little attention in the Indonesian context. This gap highlights the need for studies that examine not only the outcomes of digital campaigns but also the internal capacity-building processes that enable organizations like PIK-R to improve their strategies.

Addressing this gap, this study aimed to identify how PIK-R uses social media to improve adolescents' understanding of child marriage and encourage their active participation in prevention campaigns. Through this study, it is hoped that effective strategies can be identified and adopted by PIK-R to maximize the impact of their social media campaigns in preventing child marriage. This research will provide insights into how PIK-R can optimize the use of social media to expand the reach of campaigns and increase adolescent participation in child marriage issues.

In this study, it is hoped that concrete recommendations can be developed to strengthen the PIK-R digital strategy, making it more effective in increasing adolescents' awareness of and participation in efforts to address child marriage. Thus, this research is expected to make a significant contribution to developing a more effective digital strategy for PIK-R to address child marriage. The results of the research are expected to provide useful insights for PIK-R and similar organizations in designing more effective campaigns to increase adolescent digital literacy and awareness of child marriage.

METHODS

This study uses descriptive qualitative research with a case study approach and data triangulation (Yani Kusmarni, 2012), in the form of social media content analysis and Focus Group Discussion (FGD). Case study to understand how PIK-R operates in the context of the use of social media for child marriage prevention education. This study focuses on a single case, PIK-R Well Majalaya, selected purposively as a representative case of a community-based youth counseling organization that actively uses Instagram for reproductive health advocacy in a district with relatively high rates of child marriage. Triangulation was operationalized through three complementary data sources: (1) Instagram content analysis, which captured engagement metrics and thematic patterns across ten posts; (2) Focus Group Discussion (FGD), which documented organizational reflection and strategic planning among administrators; and (3) Document review of account activity logs to corroborate content classification. These sources were cross-validated to ensure that interpretations of engagement patterns were grounded in both quantitative metrics and practitioners' lived experience. This method is expected to provide in-depth insights into the effectiveness of the digital strategy implemented by PIK-R Well in improving adolescent literacy and social awareness regarding child marriage. The focus of this research is the last 10 posts from the PIK-R Well Majalaya Instagram account. The subject of this study is the management of PIK-R Well Majalaya with a total of 25 people. The data collection techniques employed were Instagram content documentation analysis and Focus Group Discussion (Chatra et al., 2023), which aimed to explore the experiences and perspectives of PIK-R administrators regarding the use of social media in child marriage prevention campaigns.

The study's results are anticipated to yield valuable recommendations for PIK-R and analogous organizations in formulating more effective digital methods to enhance adolescent awareness of child marriage. The analysis involved examining PIK-R's Instagram posts and conducting a focus group discussion (FGD) with administrators to enhance understanding of their experiences utilizing social media for this campaign. Data collection methods included

IG content documentation studies and focus group talks. This study's results are anticipated to enhance understanding of how PIK-R may effectively leverage social media to prevent child marriage. Content data analysis was conducted by classifying themes and measuring engagement rates. The analytic results are anticipated to reveal the correlation between content type and teen engagement levels, thereby informing the creation of more effective content strategies. By strategically leveraging social media, PIK-R can expand the reach of child marriage prevention initiatives and raise teenagers' awareness of pertinent societal concerns.

Data analysis was also carried out through FGD using thematic analysis (strengths, weaknesses, opportunities, and threats /SWOT) (Ibrahim et al., 2024). The SWOT analysis will provide a clear picture of the strengths and weaknesses of PIK-R Well in the use of social media, as well as the opportunities and threats faced in child marriage prevention campaigns (Handayani et al., 2023). The results of this study are expected to make an important contribution in formulating a more effective strategy for PIK-R Well in facing the challenges of child marriage in the digital era.

RESULTS AND DISCUSSION

Based on the results of the documentation study, the following data was found.

Table 1. Engagement Data

No	Post Date	Views	Like	Comment	Share	Saved	Interaction	Theme	Post Type
1	7 June 2025	145.722	5.9k	123	667	92	6814	Health Events	Event Information , Collaboration Posts
2	4 July 2025	93.164	2.8k	80	213	36	3.167	Health Events	Event Information , Collaboration Posts
3	8 June 2025	49.512	919	22	70	10	1.017	Health Events	Event Information , Collaboration Posts
4	7 June 2025	44.786	481	21	51	2	554	Health Events	Event Information , Collaboration Posts
5	15 June 2025	33.342	361	33	11	33	408	Health Events	Event Information , Collaboration Posts

6	23 July 2025	11.485	346	12	14	13	379	Child marriage facts	Information and Facts
7	15 June 2025	10.563	189	3	19	0	211	Health Events	Event Information, Collaboration Posts
8	16 June 2025	8.625	169	3	7	0	179	Health Events	Event Information, Collaboration Posts
9	13 July 2025	6.742	177	4	11	2	194	Health Events	Event Information, Collaboration Posts
10	27 July 2025	5.417	121	0	2	1	124	Health Events	Event Information, Collaboration Posts

Based on the data presented above, the analysis was conducted on 10 Instagram posts published during June-July 2025. The ten posts were selected based on the most recent publications available at the time of data collection, covering the period of June-July 2025. All post types published during this period were included without exclusion, encompassing both event documentation content and educational content. This approach was chosen to reflect the account's actual content composition rather than a curated sample. In total, the post reached 409,358 views and received 12,047 interactions (likes, comments, shares, and saves). The average engagement per post is 1,205, with an engagement-to-view rate of 2.94%, meaning that out of every 100 views, about 3 result in real interactions. It should be noted that several external factors may have influenced these engagement figures, including posting time, the size and reach of collaborating partners in event-based posts, and the effects of Instagram's content distribution algorithm. These variables were not controlled for in this study; as such, the engagement comparisons between content types should be interpreted as indicative patterns rather than definitive causal conclusions.

The highest performance was seen in two posts themed on health events. The post dated June 7, 2025, recorded 145,722 views and 6,814 interactions, with engagement at 4.67%, driven mainly by likes (5,900) and shares (667). Another post on July 4, 2025, received 93,164 views and 3,167 interactions with 3.40% engagement. These two posts accounted for 58% of total views and 82% of all interactions, indicating a reliance on spike content to boost account performance.

On the other hand, an educational post about child marriage facts on July 23, 2025, features a different pattern. Although it only got 11,485 views, this post generated 379 interactions with a relatively high engagement of 3.30%. The interactions that appear are more

balanced, including likes, comments, shares, and saves. This shows that despite its relatively small reach, factual content is more able to engage audiences and has the potential to be an effective means of continuous education.

Of the 10 posts analyzed, the majority (9) focused on health events, while only 1 was educational content about child marriage. In terms of engagement, event-themed posts averaged 2.82%, while factual content averaged 3.30%. This data shows that although the portion of factual content remains minimal, the engagement ratio is higher than for event content.

In terms of time, in June 2025 (6 posts), 292,550 views and 9,183 interactions were obtained, with an engagement rate of 3.14%. Meanwhile, in July 2025 (4 posts), there were 116,808 views and 3,864 interactions, with slightly higher engagement at 3.31%. This shows that although the frequency of posts decreased in July, the engagement rate was relatively stable and even slightly increased.

From the overall analysis, there are several important findings, namely: 1) Collaboration events are effective as a means of boosting reach because they can reach a large audience, 2) Fact content about child marriage has higher engagement even though the number of views is smaller, making it more suitable for in-depth educational purposes. 3) Likes still dominate interaction. At the same time, comments and saves are low, which indicates that the content has not fully encouraged conversations or follow-up actions, and 4) Accounts still show dependency on peak content, so overall performance is not even and consistent.

Social media analysis was carried out through Focus Group Discussion (FGD) activities. The Focus Group Discussion (FGD) involved 12 active administrators selected from the 25 PIK-R Well members, chosen for their direct involvement in social media management. The session lasted approximately 90 minutes and used a structured FGD guide covering four thematic areas: evaluation of the current strategy, identification of strengths and weaknesses, reflection on audience engagement, and formulation of future strategies. The discussion was recorded with participants' consent and subsequently transcribed verbatim for thematic analysis. The FGD process followed by the PIK-R Well management can be understood through the framework of Experiential Learning (Kolb, 1984). At the concrete experience stage, participants draw on their authentic experience as an organization's social media manager. They admitted that PIK-R's Instagram account has been used primarily to document activities rather than to deliver educational content, and that audience engagement is low. It is this daily experience that becomes the "raw material" of learning. Concretely, this experience is reflected in the data: nine of ten posts were event-themed, with two posts alone accounting for 58% of total views and 82% of all interactions — a pattern that participants themselves recognized as indicative of over-reliance on spike content. Meanwhile, the single factual post on child marriage, despite reaching only 11,485 views, generated a more balanced interaction profile including comments and saves alongside likes, suggesting deeper audience processing. It is precisely this empirical contrast that participants brought into the FGD as the starting point for reflection, making the transition from concrete experience to reflective observation not merely theoretical, but grounded in measurable organizational reality.

Furthermore, in the reflective observation stage, participants jointly review the experience. They identified successes, such as collaboration on event activities that have been shown to multiply audience reach, as well as weaknesses, including inconsistent posts, a lack of educational content, and low engagement. In addition, personal reflections arise, such as a lack of confidence in answering teenagers' questions or confusion about how to design educational content. This reflection stage shows how participants learn not only from personal experience but also from collective experience, in accordance with the principles of adult education that value each individual's experience as a source of learning (Nugrahening Pinasti, 2023).

The next stage is abstract conceptualization, where the results of reflection are translated into new strategic ideas. Participants formulated the need to increase educational content, the importance of including a *call to action* (CTA) to trigger audience interaction, and opportunities to collaborate with schools and influencers (Alim, 2024). This process shows that participants build new knowledge based on shared reflection, resulting in a more targeted understanding of digital campaign strategies.

The last stage is active experimentation. Although participants did not directly produce or upload content, they conducted experiments at the cognitive and organizational levels. This is reflected in the preparation of recommendations, so that posts are more scheduled, focus on health issues, and include collaboration strategies. In addition, participants internalized new understandings to apply in the next PIK-R work. Thus, experimentation does not have to be a technical action; it can also be a change in an organization's perspective and strategy.

Overall, the FGD process reflects a cycle of experiential learning: participants come in with real experiences, reflect, build new concepts, and plan for implementation. This is in line with the principles of adult education that emphasize active participation, experiential learning, and an orientation to contextual problem-solving (Bayram, 2024).

The results of the Focus Group Discussion (FGD) show that the PIK-R management is aware of several weaknesses in account management. So far, Instagram has focused more on documenting activities than on PIK-R's primary function as an information and counseling center for adolescents. FGD participants identified that posts were inconsistent, theme variations were limited, and engagement tended to be passive. At the same time, they identified development potential by adding educational content, using calls to action (CTAs) to drive engagement, and expanding digital collaborations with local schools and influencers (Mittal & Bansal, 2024).

To ensure systematic and transparent analysis, this study followed five sequential steps: (1) Selection of the Instagram account and posts. PIK-R Well Majalaya's Instagram account was selected as the unit of analysis because it was actively used during the study period. The ten most recent posts published between June and July 2025 were included in their entirety, without exclusion, to reflect the actual content composition of the account at the time of data collection; (2) Documentation and extraction of metrics. Each post was documented through screenshots and manual recording of publicly visible engagement metrics, including views, likes, comments, shares, and saves. These metrics were then tabulated to calculate engagement rate per post ($\text{total interactions} \div \text{total views} \times 100$) and to enable cross-post comparison; (3) FGD implementation. A structured Focus Group Discussion was conducted with 12 active administrators. Participants were guided through four thematic areas: evaluation of current content strategy, identification of strengths and weaknesses, reflection on audience engagement patterns, and formulation of future strategic recommendations. Sessions were recorded and transcribed verbatim; (4) Content analysis. Posts were thematically coded into two primary categories: event-documentation content and educational content. Engagement metrics were then compared across categories to identify patterns in audience response relative to content type, and (5) SWOT-based thematic analysis. FGD transcripts were analyzed using a SWOT framework, with participant responses coded under Strengths, Weaknesses, Opportunities, and Threats. This thematic structure enabled the systematic identification of organizational capacity factors and strategic priorities, grounded in both empirical metrics and participant reflections.

The SWOT analysis reinforces these findings. The main strengths of PIK-R are its ability to achieve high reach at collaboration events and evidence that educational content can drive engagement. However, the *drawbacks* of reliance on large events, inconsistent posting frequency, and lack of theme variety limit long-term effectiveness. In terms of *opportunities*, rising digital literacy among teenagers and the potential to collaborate with communities or

influencers can be leveraged to expand reach. The *threats* include fierce competition for social media content, limited management capacity for digital content production, and the risk of misinformation.

These findings confirm that PIK-R has strong start-up capital, but still requires a more systematic digital strategy to optimize its role as an information and counseling center. Reliance on event content is indeed effective in building *reach*, but it is not enough to create a critical awareness of adolescents on the issue of child marriage. On the other hand, fact-based educational content has been shown to encourage meaningful engagement, so it needs to be prioritized in future content strategies.

From an adult education perspective, the reflection process conducted through FGD allows administrators to learn from concrete experiences, reflect on previous practices, and formulate new strategies (Pineda et al., 2022). This is in accordance with the Experiential Learning cycle of Kolb (1984), where PIK-R administrators move from real experience (managing accounts), to collective reflection, conceptualization of strategies, to planning organizational experiments in the form of optimizing scheduled posts, strengthening CTAs, and digital collaboration.

Thus, this study confirms that strengthening the capacity of PIK-R in the digital realm can be achieved through a combination of two things: (1) optimizing social media content that is more varied, focused, and consistent, and (2) strengthening organizations through participatory experiential learning. This conclusion is not merely theoretical; it is grounded in the reflective process that emerged directly from FGD participants. One administrator noted, "*Selama ini kami lebih fokus ke dokumentasi acara, baru sekarang kami sadar kalau konten edukasi yang lebih rutin itu yang sebenarnya lebih nyambung ke fungsi PIK-R*" ("We have been focusing mostly on event documentation; it is only now that we realize that more regular educational content is actually more aligned with PIK-R's core function"). Another participant reflected, "*FGD ini bikin kami mikir ulang, bukan cuma soal konten apa yang mau diposting, tapi kenapa kami posting dan buat siapa*" ("This FGD made us rethink, not just what content to post, but why we post and for whom"). These statements illustrate a genuine shift in perspective among administrators, moving from a documentation-oriented mindset toward a more intentional, audience-centered digital strategy. The practical implication of these findings is the need for a balanced strategy between booster reach content (collaboration events) and deep. Engagement content (factual education), so that Instagram can function not only as a medium for documentation but also as a digital learning space that encourages adolescents' critical awareness of the dangers of child marriage.

CONCLUSION

This study shows that social media, especially Instagram, has great potential as a means of educating adolescents in preventing child marriage. Content analysis shows that while collaborative events can reach a large audience, they appear to foster relatively higher engagement. However, this finding is based on a limited number of posts and should therefore be interpreted with caution. This emphasizes the importance of balancing reach-oriented booster content with depth-oriented engagement content to support PIK-R's function as an information and counseling center.

Through a Focus Group Discussion (FGD), PIK-R Well administrators engaged in an experiential learning process in accordance with the Kolb Experiential Learning cycle, namely presenting real experiences, reflecting, developing new concepts, and planning the implementation of digital strategies. This process not only results in a deeper understanding of the weaknesses and potential of PIK-R's social media but also yields concrete strategies, including scheduled posts, strengthening educational content, using *calls to action*, and digital collaboration.

Thus, this study confirms that optimizing PIK-R's social media can be achieved by integrating a more focused digital content strategy with a participatory adult learning approach. In doing so, it contributes to the broader discourse on digital health communication by demonstrating how experiential and participatory learning principles, drawn from adult education frameworks, can be operationalized within short-form social media content to promote reference not only for PIK-R Well Majalaya, but also for similar organizations in designing effective, contextual, and sustainable digital campaigns to prevent the practice of child marriage.

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