

GENERATION Z'S PERSPECTIVE ON THE TIKTOK PLATFORM REGARDING THE DECLINE IN MARRIAGE RATES IN INDONESIA

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Abstract

This study investigates Generation Z's views on the TikTok platform and its relationship to the decline in marriage rates in Indonesia. The aim is to study how digital culture and exposure to TikTok algorithms influence Gen Z's perceptions, attitudes, and values regarding marriage and personal fulfillment. This study analyzes sixteen selected TikTok videos that discuss self-development, delaying marriage, and financial priorities. A descriptive qualitative method and a case study approach were used. The results show that TikTok not only serves as an entertainment platform but also as a place where aspirations, values, and the meaning of life are constructed among teenagers. TikTok supports individualistic ideals that redefine happiness and success outside of conventional marriage thru content emphasizing self-love, professional goals, financial independence, and mental well-being. Gen Z is more likely to postpone or reconsider marriage due to socioeconomic challenges such as changing gender roles, job instability, and the high cost of living. The structure of the TikTok algorithm, which promotes personal narratives and lifestyle trends, also normalizes the idea that marriage is optional rather than essential. The study found that although TikTok is not the primary factor contributing to the decline in marriage rates, the website serves as an example and driver for broader sociocultural transformations among young Indonesians, encouraging them to adopt a rational, pragmatic, and self-centered worldview. This study enhances our understanding of how digital media influences social values and traditional institutions in contemporary society.

Keyword: *Marriage, Generation Z, tiktok,*

Abstrak

Studi ini menyelidiki pandangan Generasi Z tentang platform TikTok dan hubungannya dengan penurunan jumlah pernikahan di Indonesia. Tujuannya adalah untuk mempelajari bagaimana budaya digital dan paparan algoritma TikTok mempengaruhi persepsi, sikap, dan nilai-nilai Gen Z tentang pernikahan dan pemenuhan pribadi. Penelitian ini menganalisis enam belas video TikTok yang dipilih yang berbicara tentang pengembangan diri, menunda pernikahan, dan prioritas keuangan. Metode deskriptif kualitatif dan pendekatan studi kasus digunakan. Hasilnya menunjukkan bahwa TikTok tidak hanya berfungsi sebagai platform hiburan tetapi juga sebagai tempat di mana aspirasi, nilai, dan makna hidup dibangun di kalangan remaja. TikTok mendukung idealisme individualistik yang mendefinisikan ulang kebahagiaan dan kesuksesan di luar institusi pernikahan konvensional melalui konten yang menekankan cinta diri, tujuan profesional, kemandirian keuangan, dan kesejahteraan mental. Gen Z lebih cenderung untuk menunda atau mempertimbangkan kembali pernikahan karena tantangan sosial ekonomi seperti perubahan peran gender, ketidakstabilan pekerjaan, dan biaya hidup tinggi. Struktur algoritma TikTok yang mendorong narasi pribadi dan tren gaya hidup juga menormalkan gagasan bahwa pernikahan adalah opsional daripada penting. Studi tersebut menemukan bahwa meskipun TikTok bukan faktor utama yang menyebabkan penurunan jumlah pernikahan, situs web tersebut berfungsi sebagai contoh dan penggerak bagi transformasi sosiokultural yang lebih luas di kalangan generasi muda Indonesia, mendorong mereka untuk memiliki pandangan dunia yang rasional, pragmatis, dan self-centered. Studi ini meningkatkan pemahaman kita tentang bagaimana media digital mempengaruhi nilai-nilai sosial dan institusi tradisional dalam masyarakat kontemporer.

Kata kunci: Angka Pernikahan, Generasi Z, Tiktok,

INTRODUCTION

The phenomenon of declining marriage rates in Indonesia has become increasingly concerning in the last decade. According to data from the Central Bureau of Statistics (BPS), the downward trend in the number of marriages has been consistent year after year, particularly among young age groups. Various factors influence this phenomenon, such as increased female education, economic crises, and a shift in social values that emphasize personal achievement and career over long-term commitment within the institution of marriage.¹ Amidst these changes, the phenomenon of social media has also emerged as a new cultural agent shaping young people's views on

¹ Wulan Yannis Setyanti et al., "Tiktok Social Media and Democracy: A Study on Generation Z in Australia Indonesia Youth Association (Aiya) Yogyakarta," *Eduvest - Journal of Universal Studies* 4, no. 12 (2024): 11808–23, <https://doi.org/10.59188/eduvest.v4i12.50109>.

relationships and marriage. TikTok, as one of the most popular short video platforms, has played a significant role in reframing social discourse among Generation Z.²

Generation Z, born between 1997 and 2012, is known as digital natives who are highly reliant on technology and social media in their daily activities. Platforms like TikTok are not just spaces for entertainment, but also means of expressing identity, forming opinions, and even constructing social values such as marriage. A study by Hidayat shows that Gen Z uses TikTok as a form of self-actualization and a search for social meaning, which aligns with Maslow's theory of needs. Content that goes viral on TikTok often presents narratives about individual freedom, distrust of conventional institutions, and rejection of traditional norms such as marriage.³ This reinforces the assumption that current perceptions of marriage are no longer neutral, but are heavily influenced by media construction.⁴

² Aliyah Widyasari Putri Daryus Et Al., *The Factors Influencing The Popularity Of Tiktok Among Generation Z: A Quantitative Study In Yogyakarta, Indonesia*, Vol.7, No. Issue 1 (2022): 37–57.

³ Adinda Nada'ul F N and Saifuddin Zuhri, "Analisis Resepsi Gen Z Terhadap Perspektif Pernikahan: Studi Kasus Perceraian Selebriti Ria Ricis dan Teuku Ryan di Media Sosial Akun Tiktok @viralinaja_id," *Reslaj: Religion Education Social Laa Roiba Journal* 7, no. 2 (2025), <https://doi.org/10.47467/reslaj.v7i2.5728>.

⁴ Azizah Fadhillah Adhani and Acep Aripudin, "Perspektif Generasi Z di Platform X Terhadap Penurunan Angka Pernikahan di Indonesia," *J-KIs: Jurnal Komunikasi Islam* 5, no. 1 (2024): 185–98, <https://doi.org/10.53429/j-kis.v5i1.1001>.

Figure 1. Marriage and Divorce by Province (Incidents) 2025

Provinsi	Nikah	Cerai Talak	Cerai Gugat	Jumlah Cerai
Aceh	31740	1192	4739	5931
Sumatera Utara	66682	2891	12861	15752
Sumatera Barat	36486	1706	6446	8152
Riau	38790	1697	6388	8085
Jambi	21590	906	3576	4482
Sumatera Selatan	50492	2042	7939	9981
Bengkulu	13113	743	2694	3437
Lampung	50230	2575	11896	14471
Kepulauan Bangka Belitung	7973	440	1782	2222
Kepulauan Riau	11533	750	2676	3426
DKI Jakarta	40458	2800	9349	12149
Jawa Barat	292969	19874	68968	88842
Jawa Tengah	233204	13786	50783	64569
DI Yogyakarta	18920	980	3683	4663
Jawa Timur	271106	18979	58679	77658
Banten	63441	2617	10839	13456
Bali	3189	235	806	1041
Nusa Tenggara Barat	25424	1266	5408	6674
Nusa Tenggara Timur	2775	139	346	485
Kalimantan Barat	21064	835	3800	4635
Kalimantan Tengah	13688	640	2400	3040
Kalimantan Selatan	25069	1238	5139	6377
Kalimantan Timur	20940	1518	4698	6216
Kalimantan Utara	2899	205	726	931
Sulawesi Utara	6025	368	1586	1954
Sulawesi Tengah	15349	740	3122	3862
Sulawesi Selatan	48718	2302	9647	11949
Sulawesi Tenggara	14126	671	2745	3416
Gorontalo	8093	354	1665	2019
Sulawesi Barat	6402	296	1007	1303
Maluku	4464	170	453	623
Maluku Utara	5724	323	937	1260
Papua Barat	1038	120	367	487

Source : Central Bureau of Statistics 2025 February

However, upon deeper analysis, this decline is not merely a temporary phenomenon, but rather a consistent trend that has occurred over the past ten years. With a decline of 28.63%, or the equivalent of approximately 632,791 marriage cases, the factors influencing this decline in marriage rates include mental unreadiness, modern and open socio-cultural factors, the high number of divorce, infidelity, and domestic violence cases, which are also strong factors influencing the decline in marriage rates in Indonesia.⁵

However, there are also positive things that can be interpreted. Younger generations in Indonesia are showing an increased understanding that marriage is not merely a ceremonial event, but a serious commitment requiring mature mental, emotional, and financial preparation.⁶ Postponing marriage among young people can be seen as an

⁵ Willy, "Nasional Tren Pernikahan Menurun Selama 6 Tahun Terakhir, Gen-Z Memilih Marriage-Free?," Blog, *GoodStats Analytic*, 2024, <https://goodstats.id/article/tren-pernikahan-menurun-selama-6-tahun-terakhir-gen-z-memilih-marriage-free-Ynn8x>.

⁶ Jacy Tubalawony, "The Role of Social Media Marketing with TikTok in Generation Z: A Study on the Choice of Fitness Centers by Generation Z in Ambon, Indonesia," *Open Access Indonesia Journal of Social Sciences* 6, no. 7 (2023): 1242–50, <https://doi.org/10.37275/oiijss.v6i7.196>.

effort to better prepare themselves for the challenges that may arise in married life. They are more aware of the complexities of marital relationships and appreciate the importance of effective communication, healthy finances, and a willingness to support each other in facing any life changes and challenges.⁷

Some contemporary studies highlight how TikTok shapes Gen Z's perspective on social issues, including marriage. The research found that the entertainment, interaction, and trends offered by TikTok contribute to Gen Z's lifestyle decisions in the context of product and service selection, indicating the platform's strong psychological and social influence.⁸ This aligns with the study by Nada'ul & Zuhri, which highlighted Gen Z's response to viral content about celebrity divorces, where Gen Z is not just a passive consumer but also actively involved in the process of decoding and reconstructing the meaning of marriage issues. This finding indicates that social media, particularly TikTok, is becoming a new narrative ecosystem that influences the values and life choices of young people.⁹

The novelty of this research lies in its direct link between the use of TikTok as a dominant social media platform and the formation of negative or ambivalent perceptions toward marriage among Generation Z in Indonesia.¹⁰ Unlike previous studies that only highlighted the political or consumerist aspects of Gen Z behavior on TikTok.¹¹ This article focuses on the relationship between exposure to viral content containing relational and household values and the formation of attitudes toward the institution of marriage. In doing so, this article fills a gap in the literature by linking interpersonal digital content with a macro social phenomenon, namely the decline in marriage rates.

Methodologically, the qualitative approach used in this study refers to discourse analysis of TikTok content and the receptive responses of Gen Z users to marriage issues.

⁷ Hanifa Ariana et al., "Influence of TikTok on Body Satisfaction Among Generation Z in Indonesia: Mixed Methods Approach," *JMIR Human Factors* 11 (September 2024): e58371, <https://doi.org/10.2196/58371>.

⁸ Vonezyo Yupanzara Dharomesz, "Gen Z's Purchase Intention: Does Tiktok's Advertising Value Impact Them?," *Review of Management, Accounting, and Business Studies* 5, no. 1 (2024): 1–10, <https://doi.org/10.38043/revenue.v5i1.5150>.

⁹ Luis Espejo et al., "A Systematic Review on Unique Characteristics of Generation Z and Their Impact on Purchasing Decisions," *Journal of Ecohumanism* 4, no. 1 (2024): 12–25, <https://doi.org/10.62754/joe.v4i1.4079>.

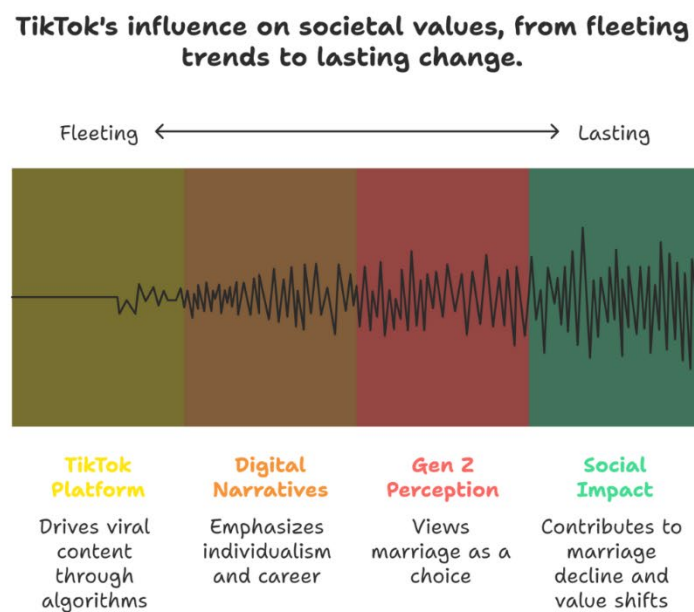
¹⁰ Clara Elviana and Erianjoni Erianjoni, "Makna Pernikahan bagi Perempuan Generasi Z Yang Sudah Menikah di Jorong Pasa Tiku Kecamatan Tanjung Mutiara," *Jurnal Perspektif* 7, no. 1 (2024): 121–30, <https://doi.org/10.24036/perspektif.v7i1.938>.

¹¹ Yulia Nur Rahmah and Tuti Atika, "Faktor-Faktor Penyebab Fenomena Marriage Is Scary Pada Kalangan Perempuan Generasi Z Di Kelurahan Tanah Tinggi Kecamatan Binjai Timur Kota Binjai," *Open Access* 11, no. 7 (2025).

This is also supported by the finding that Gen Z is a generation with a critical and selective tendency in accepting information, and they tend to form opinions based on the confirmation of their personal and social values. Therefore, this research approach not only captures media phenomena textually, but also the sociological meanings behind them.

The perspective of Generation Z on the TikTok platform regarding the decline in marriage rates in Indonesia is an interesting point to consider this phenomenon. This is achieved by exploring the factors influencing Gen Z's views on marriage, the extent of digital platforms' influence in shaping Gen Z's perceptions, and the social and cultural implications of Gen Z's views on the institution of marriage. Generation Z, which grew up amidst the flow of information and digital technology, plays a significant role in shaping and changing social paradigms. With widespread access to various digital platforms, Gen Z's views on the institution of marriage are quite relevant in understanding the current phenomenon of declining marriage rates in Indonesia.

Based on the theoretical descriptions and social phenomena that have been explained, the



relationship between variables in this study can be illustrated thru the following conceptual diagram:

Figure 2. Conceptual Framework of the Study.

RESEARCH METHODS

This research uses a qualitative approach with a case study method to analyze Gen Z content on the TikTok platform regarding the decline in marriage rates among Generation Z.¹² This approach was chosen because it allows researchers to understand phenomena in depth within a real and specific context 1. Research Type and Approach.

This type of research is descriptive qualitative. This approach aims to systematically describe the content of Gen Z's thoughts on delaying marriage, how their thinking influences subsequent generations of young people, and to identify the main factors shaping Gen Z's perspective on delaying marriage on the TikTok platform. Then the research views social phenomena as true realities based on the law of cause and effect. Then, data sources were collected from Gen Z opinions thru content and comments on the TikTok platform in response to data regarding the decline in marriage rates in Indonesia.

Research Object

The objects of this study are TikTok video content with the keywords "Gen Z delaying marriage" and "Perspectives on Gen Z delaying marriage," featuring 16 videos with individual perspectives. The main focus of the analysis is on their perspectives on why they are delaying marriage in the modern era.

Data Collection Techniques

Pengumpulan data dilakukan melalui beberapa metode:

- A. Content Observation:** The researcher conducted direct observation of 16 TikTok video contents that were uploaded.
- B. Digital documentation:** All videos with the keyword "Gen Z delaying marriage" were collected, and the selected ones were used to analyze their relevance.

Data Analysis Techniques

Data analysis was conducted descriptively with the following steps:

- A. Data Reduction:** selecting relevant content based on specific criteria.
- B. Categorization:** Concluding the reasons Gen Z is delaying marriage, along with the factors and their explanations.

RESEARCH RESULT AND DISCUSSION

¹² "Buku Metode Penelitian Kualitatif.Abdul Fattah," n.d.

Generation Z is a society born between the mid-1990s and the early 2010s. This generation grew up in an era of rapid digital technology development, with widespread access to various online platforms, including social media. The openness of access to digital technology certainly has a significant influence on how Generation Z views the institution of marriage.¹³ One potential issue that might arise is that Generation Z tends to have a different perspective on marriage compared to previous generations like Millennials or Baby Boomers.¹⁴ The TikTok platform, which serves as a space for social interaction and identity exploration for Generation Z, can be a factor in influencing their views on marriage. Additionally, societal shifts in social values can also impact their perception of the institution of marriage in their lives.¹⁵

The "Marriage is Scary" phenomenon, which went viral on TikTok in 2022, cannot be viewed as a fleeting trend, but rather as a deeper representation of the crisis of readiness for marriage experienced by Gen Z. This term became a collective expression of anxiety, doubt, and even fear toward the institution of marriage. This fear is not only personal, but emerges as a reflection of the complexities of modern life: from economic uncertainty and mental health crises to experiences of dysfunctional families.¹⁶ In socio-cultural studies, digital narratives like this show how social media is changing the way young people form opinions and attitudes toward traditional values like marriage.¹⁷

This phenomenon aligns with the concept of public affect explained by Lauren Berlant, where public emotions and anxieties are formed and spread thru mass media and social media, ultimately shaping a shared perception that influences the social attitudes of a particular generation. Additionally, the framing of digital narratives about the fear of marriage on social media can also be analyzed using digital narrative framing theory, which reveals how digital platforms shape the way individuals collectively understand

¹³ Hasna' Mumtaza Abdullah Siti Nazla Raihana, *Analisis Sosiokultural Penundaan Pernikahan pada Wanita Karir: Studi Kasus Kota Depok*, Zenodo, August 5, 2024, <https://doi.org/10.5281/ZENODO.13225063>.

¹⁴ Farhan Lutfi Farhan Lutfi, "Krisis Kesiapan Nikah Gen Z Dalam Narasi 'Pernikahan Itu Menakutkan': Relevansi Hukum Keluarga Islam Di Era Digital," *Syakhshiyah Jurnal Hukum Keluarga Islam* 5, no. 1 (2025): 138–56, <https://doi.org/10.32332/j585j338>.

¹⁵ Hanum Rafidah Kusuma et al., "Perspektif Generasi Z Terhadap Pernikahan Dini," 2024, n.d.

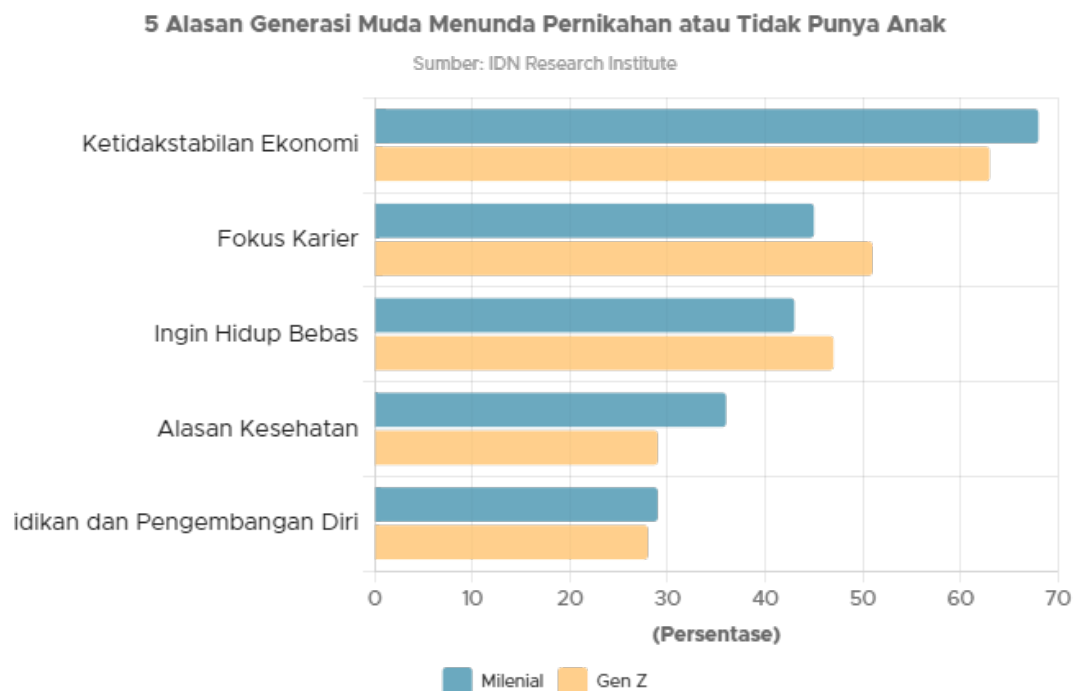
¹⁶ Malik Adharsyah et al., *PERNIKAHAN DALAM PERSPEKTIF HUKUM ISLAM*, 2 (2024).

¹⁷ azizah Nur Husna, *Analisis Terhadap Fenomena Penundaan Pernikahan Di Masa Studi*, 2, no. 3 (2024).

and interpret social issues.¹⁸ This raises profound questions about the internal and external readiness of Gen Z to form healthy households.¹⁹

Psychosocially, many individuals in Gen Z experience what is called relational anxiety, which is the fear of building long-term relationships due to trauma, career pressure, or unrealistic social expectations.²⁰ A study by Singapore Management University found that job uncertainty and feeling "not stable enough" were the main reasons for young people to postpone or avoid marriage.²¹ In this context, "marriage is scary" is not a rejection of marriage as an institution, but rather a manifestation of the social system's failure to provide a sense of security and guaranty the continuity of life.²² As a result, the narrative of marriage readiness has become not just about age or mental maturity, but also about access to broader and fairer life opportunities.

Figure 3. Reasons Gen Z and Millennials Choose to Delay Marriage



¹⁸ Willy, "Nasional Tren Pernikahan Menurun Selama 6 Tahun Terakhir, Gen-Z Memilih Marriage-Free?"

¹⁹ Rani Wulandari, "Waithood: Tren Penundaan Pernikahan pada Perempuan di Sulawesi Selatan," *Emik* 6, no. 1 (2023): 52–67, <https://doi.org/10.46918/emik.v6i1.1712>.

²⁰ Ahmad Muflihul Wafa, "Pandangan Santri Generasi Z Terhadap Perjudohan Kiai Perspektif Kafaah," *Sakina: Journal of Family Studies* 6, no. 3 (2022), <https://doi.org/10.18860/jfs.v6i3.1807>.

²¹ Rana Sahirah Usmi et al., "Faktor Penyebab Wanita Menunda Pernikahan di Indonesia," *TRILOGI: Jurnal Ilmu Teknologi, Kesehatan, dan Humaniora* 6, no. 1 (2025): 18–26, <https://doi.org/10.33650/trilogi.v6i1.10061>.

²² "Persepsi Generasi Z Terhadap Pernikahan Dini: Studi Analitis Dalam Kerangka Maqashid Syariah," N.D.

Source : Goodstats Analytic

The data shows that economic instability is the biggest issue affecting life choices. A total of 68% of millennials and 63% of Gen Z admit that the unpredictable job market and rising cost of living have led them to postpone their desire to marry and have children.²³ This economic factor is more concerning for millennials because they are likely carrying additional financial responsibilities, such as supporting a family or maintaining a certain standard of living.²⁴

Research in Indonesia regarding the phenomenon of declining marriage rates in Indonesia was conducted by Farhan, titled “Krisis Kesiapan Nikah Gen Z Dalam Narasi ‘Pernikahan Itu Menakutkan’: Relevansi Hukum Keluarga Islam Di Era Digital” The research explains that this paper highlights critical differences between traditional Islamic legal frameworks in marriage and the modern experiences of Generation Z, while advocating for legal reforms that consider contemporary social shifts and digital influences, despite the mentioned limitations regarding the lack of primary empirical data.²⁵

In fact, from an Islamic legal perspective, the outcome of marriage reflects the fulfillment of the pillars of marriage, which are clearly and firmly regulated.²⁶ The process of offer and acceptance, which is a fundamental pillar, forms the basis for the validity of marriage in Islam. The "ijab" (offer from the husband) and "qabul" (acceptance from the wife) are not merely a formal ceremony, but a sign of full agreement and awareness from both parties to enter into a marriage contract recognized by religion.²⁷

Islamic law also provides detailed guidance regarding divorce.²⁸ Although permitted, divorce is considered a last resort after reconciliation efforts have failed. Strict conditions are applied to ensure that the divorce process is carried out with full

²³ Rafli, “Alasan Gen Z dan Milenial Pilih Tunda Nikah dan Childfree,” Blog Post, *GoodStats Analytic*, 2024, <https://data.goodstats.id/statistic/alasan-gen-z-dan-milenial-pilih-tunda-nikah-dan-childfree-Sg2wI>.

²⁴ Azimatul Khoiriyah, *Perselingkuhan pada Pernikahan Generasi Z: Analisis Permasalahan Pernikahan dalam Perspektif Islam*, 1, no. 1 (2025).

²⁵ Farhan Lutfi, “Krisis Kesiapan Nikah Gen Z Dalam Narasi ‘Pernikahan Itu Menakutkan.’”

²⁶ Nurhasnah Nurhasnah, “Hukum Pernikahan dalam Islam: Analisis Perbandingan Konteks Menurut 4 Mazhab,” *Jurnal Pendidikan Islam* 1, no. 2 (2023): 15, <https://doi.org/10.47134/pjpi.v1i2.72>.

²⁷ Nabil Hukama Zulhaiba Arjani et al., “Pernikahan dalam Islam Membina Keluarga yang Sakinah Mawaddah dan Rahmah,” *Ikhlas : Jurnal Ilmiah Pendidikan Islam* 2, no. 1 (2024): 140–50, <https://doi.org/10.61132/ikhlas.v2i1.292>.

²⁸ Nurliana Nurliana, “Pernikahan dalam Islam Antara Ibadah dan Kesehatan Menuju Keselamatan,” *Al-Mutharahah: Jurnal Penelitian dan Kajian Sosial Keagamaan* 19, no. 1 (2022): 39–49, <https://doi.org/10.46781/al-mutharahah.v19i1.397>.

consideration and responsibility toward the rights and well-being of all parties involved.²⁹ Child custody and inheritance division in the context of divorce are also carefully regulated to ensure fairness and protection for all parties.

Overall, the Islamic legal perspective on marriage creates outcomes that reflect moral, spiritual, and social values.³⁰ With clear and firm principles, Islamic law forms a solid foundation for building balanced, just, and blessed marital relationships. The institution of marriage, from the perspective of Islam, is expected to achieve the goals of piety and family well-being in the blessings and harmony bestowed by Allah SWT.³¹

1. Financial and economic instability

Financial instability is a real specter for Generation Z and is one of the main factors behind their declining interest in marriage. This generation grew up amidst a global economic crisis, a pandemic, and a job market that is increasingly competitive but not always promising financial security. Many of them are facing inflationary pressures, stagnant wages, and the ever-increasing cost of living. On the other hand, the consumer culture influenced by social media reinforces the need to "look successful" before starting a family. In this situation, marriage is often seen as a significant financial risk that could threaten the newly established stability of life..

As a platform for sharing the expressions of this generation, it strengthens awareness of that reality. There's a lot of content discussing the difficulty of buying a house, the high cost of children's education, or the bitter experiences of young couples trapped in debt after getting married. These narratives are slowly shaping the perception that marriage is no longer a symbol of stability, but rather a potential new source of financial stress. Generation Z also prefers to focus on building careers, pursuing financial freedom, and developing themselves before considering marriage. In their view, economic stability is not merely a condition, but an absolute foundation for healthy and sustainable relationships.

Here's the content of his thinking:

No	Account	Link	Perspektif	Feedback (netizen)
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²⁹ Adharsyah et al., *Pernikahan Dalam Perspektif Hukum Islam*.

³⁰ Ali Sibra Malisi, "PERNIKAHAN DALAM ISLAM," *SEIKAT: Jurnal Ilmu Sosial, Politik dan Hukum* 1, no. 1 (2022): 22–28, <https://doi.org/10.55681/seikat.v1i1.97>.

³¹ "Pernikahan Dan Hikmahnya Perspektif Hukum Islam," n.d.

1	@rollingaction0	https://vt.tiktok.com/ZSyRSVwMR/	jangan buru-buru nikah ya kalo ga punya uang. Kalian hanya akan menciptakan kemiskinan yang lain." Dia menekankan bahwa realistis itu penting. "Nek tidak bisa menghidupi anak orang lain, jangan buru-buru nikah. Menyelamatkan diri sendiri aja belum bisa, heh, mau menyelamatkan orang lain."	nikah adalah Keputusan besar yang memerlukan waktu kesabaran dan kesiapan mental, jadi gak seenak mulut tetangga waktu lebaran ya broo
2	@aditiyopp_	https://vt.tiktok.com/ZSyRDBQ1w/	"Gen Z mikirin Nikah?" "Enggak, enggak, enggak." "Gen Z mikirnya apa, Bang? Gen Z mikirnya kaya. Gimana caranya bisa kaya, banyak duit, itu Gen Z. masalah "nikah belakangan, yang penting kaya dulu, kaya finansial dan juga kaya pikiran, Gen Z tuh enggak mau asal-asal nikah."	Nikah (opsional) Kaya (wajib)
3	@mramdannn7	https://vt.tiktok.com/ZSyRDEpit/	gen z gak mikir nikah, tapi gen z mikir gimana caranya di umur 24/25 uda jadi kaya raya	Nikah muda ? ntar dulu, kesusahan ngeliper dompet karena kebanyakan uang lebih menantang oyy...
4	@vadellaaaa	https://vt.tiktok.com/ZSyRUCCCj/	Mana ada gen z mikir nikah, gen z mikirnya gimana caranya cepet kaya.	Kami gen z hanya takut miskin dan gak punya duit, karena keinginan kami itu banyak jadi butuh uang. Nikah bisa nanti nanti tapi pasti nikah kok, jadi jangan tanya tanya lagi kapan nikah
5	@uynrm	https://vt.tiktok.com/ZSyRUTf6e/	Gen Z lebih takut miskin daripada enggak nikah. Pokoknya mah Gen Z lebih takut enggak punya duit daripada enggak punya pasangan."	Gen z nabung untuk travel and self reward daripada tabung buat kawin karena semua butuh duit
6	@mareemar_	https://vt.tiktok.com/ZSyRy9AVr/	Kenapa banyak generasi sekarang nunda nikah ? karena rumah, tanah, dll MAHAL. Kenapa mahal > karena generasi boomer sendiri yang beranak pinak, doyan borong aset, trus dijual mahal ke generasi sekarang. Lalu	Pemikiran anak jaman sekarang bukan lagi "banyak anak banyak rejeki: tapi " banyak anak maka banyak juga rejeki yang harus dicari"

			apa yang terjadi? Ya betul, banyak bermunculan generasi sandwich (orang dewasa yang harus menanggung tanggung jawab finansial dan perawatan)	
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2. Career Focus and Self-Development

A career is not just a source of income, but also an identity and a form of self-actualization. They grew up in a fast-paced digital era where opportunity and competition go hand in hand. Thru platforms like TikTok, they are exposed to diverse success stories of young people who have achieved financial independence and social recognition without being bound by the institution of marriage. This narrative instills the view that focusing on self-development and career achievement is a more realistic and commendable step than rushing into building a family. For them, getting married without personal readiness is not considered a wise choice, but rather a potential obstacle to the dreams they are pursuing.

This generation values freedom of time and space as an important part of happiness. They prefer to invest in experiences, education, and creative projects that can expand their sense of self. TikTok has become a platform for them to learn, be inspired, and build professional networks that enrich their self-capacity. In the view of Generation Z, marriage is no longer the primary goal of life, but rather one option that is only worth pursuing if one is emotionally and financially mature. Focusing on career and self-development becomes a subtle form of resistance against old norms, while also reflecting the strong spirit of independence that is growing amidst the currents of modernity.

No	Account	Link	Perspektif	Feedback (netizen)
1	@cahayauntukindonesia	https://vt.tiktok.com/ZSyRPGxYt/	"Menikah itu mengerikan kalau menikah karena tiga hal." Pertama, karena nafsu, bukan karena hati. Jika nafsu hilang, maka tidak ada yang tersisa dari pernikahan itu. Kedua, menikah karena mau, bukan karena mampu. Jika	hidup hanya sekali maka perjuangkanlah seseorang yang kamu cintai dan yang mencintaimu

			kemauan hilang dan kamu tidak mampu, kamu tidak akan bisa mempertahankan pernikahan itu. Ketiga, menikah karena orang lain, bukan karena diri sendiri. Jika suatu hari orang lain hilang, hanya tinggal kamu dan pasanganmu, dan kamu tidak mampu mempertahankan pernikahan tersebut. Dia menambahkan satu poin lagi, yaitu menikah karena "di waktu yang cepat, bukan di waktu yang tepat,"	
2	@wheretogojkt_	https://vt.tiktok.com/ZSyR5B57a/	"Menikah itu bukan list prioritas aku. Karena ada banyak hal yang harus aku lakukan. Aku punya banyak tanggung jawab, dan kayak menikah itu udahlah nomor sekian aja, karena aku harus memprioritaskan hal yang lain dulu." Prinsipnya saat ini adalah: "Cari cuan sebanyak-banyaknya dulu." belum siap menikah, baik secara finansial dan mental. kekhawatiran: "Ketika aku merasa misalnya pasanganku punya finansial lebih oke, terus dia akan merendahkan aku, aku nggak mau."	Prioritas gue ya diri sendiri dulu sih, maaf bukan egois tapi kalau kita membahagiakan oranglain pun diri sendiri dulu harus bahagia.
3	@vxnzzone	https://vt.tiktok.com/ZSyR5GbX7/	"habiskan masa mudamu untuk belajar dan kejar karir, masalah pasangan hidup menyesuaikan kualitas diri , make sure bahwa diri kamu makin berkualitas, yang datang juga berkualitas"	Habiskan masa mudamu untuk fokus, belajar, dan kejar karir karena masalah pasangan hidup menyesuaikan kualitas diri kita, maka jika sesuai yang datang akan berkualitas

4	@dra.yuli suliswidiawati	https://vt.tiktok.com/ZSyR5Wa8k/	Gen Z itu males nikah," dengan menambahkan bahwa ketika mereka membicarakan pernikahan, mereka merasa hal itu "ribet" dan lebih memilih untuk bahagia sendirian. mereka belum bahagia karena mungkin proses pengembangannya di masa lalu kurang mendapatkan sentuhan kasih sayang banyak anak yang hanya dituntut berprestasi di sekolah, namun saat berprestasi, apresiasi yang didapatkan masih kurang. Hal ini dapat menyebabkan mereka merasa "Aku benar, tetapi tetap saja salah," yang menghambat mereka mendapatkan kebahagiaan sejati, termasuk dalam kebersamaan, karena merasa tertekan atau tersiksa. Namun, ia menyimpulkan bahwa ia sendiri baru bisa merasakan kebahagiaan setelah memiliki kemampuan mandiri secara finansial yang lumayan.	Diumur segini baru paham kenapa nikah itu tidak diwajibkan dalam islam, karena tidak semua orang mampu melaksanakan pernikahan" yang benar". Jadi intinya kalau sudah siap dengan semua konsekuensinya silahkan menikah, karna hadiahnya surga lo. Tapi kalau belum mampu menjalankannya pernikahan itu"yang bener" percuma juga.
5	@bangikiwww	https://vt.tiktok.com/ZSyRaEXU3/	Gen Z saat ini, termasuk dirinya, sudah bisa berpikir realistis. Ia berpendapat bahwa mengikuti tradisi orang tua zaman dahulu tidak lagi relevan dengan konteks zaman sekarang. Ia mencontohkan bagaimana di desa, jika seseorang sudah "agak besar sedikit," maka akan dinikahkan, dan	Salah satu alasan g pengen nikah adalah karena trauma liat kasus pernikahan keluarga sendiri. Alasan lainnya: lebih suka duit aja untuk saat ini, belum siap hidup susah apalagi nyusahin alias jadi beban.

			fenomena seperti itu dulu dianggap biasa saja. Namun, saat ini, baik orang kota maupun desa sudah bisa mengakses informasi internet yang sama, yang menuntut mereka untuk berpikir realistis. Karena itu, sekarang jarang ditemukan fenomena anak yang baru besar langsung dinikahkan.	
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3. Fear of Choosing the Wrong Partner and Divorce

The fear of choosing the wrong partner is a strong reason why many Gen Z individuals choose not to rush into marriage. They grew up in an era of information openness, where stories about toxic relationships, infidelity, and divorce are widely shared on social media, including TikTok. Every day they are presented with bitter slices of reality from households that have failed due to incompatibility, infidelity, or economic pressure. This makes them more cautious and skeptical of the concept of romantic love that has been glorified for so long. For them, getting married without emotional readiness and mature communication will only open the door to future regret.

Additionally, the rising divorce rate in Indonesia serves as a stark reflection for young people that marriage is not a guaranty of happiness. TikTok often serves as a space for reflection, where they learn from the experiences of others who failed to maintain a household. Thru online narratives and discussions, Generation Z is becoming increasingly aware that marital commitment requires emotional maturity and a high degree of adaptability. Fear of divorce is not just anxiety, but a form of vigilance to avoid repeating the mistakes of previous generations. With this more realistic perspective, they prefer to postpone marriage until they are truly confident in their partner and themselves.

No	Account	Link	Perspektif	Feedback (netizen)
1	@itsmevherrrr	https://vt.tiktok.com/ZSyRupcB7/	"nikah dengan orang yang salah itu lebih parah daripada enggak nikah." banyak wanita yang	Benar kata ibuku, jangan buru buru untuk nikah, sukseskan diri sendiri dulu, terutama dalam hal finansial.

			"ngebet nikah" atau "kebelet nikah" sebab teman-temannya sudah menikah semua sehingga membuat mereka merasa insecure dan ingin menikah juga. Namun, ia menyarankan untuk bersabar, sebab menikah dengan orang yang salah itu jauh lebih parah daripada tidak menikah sama sekali.	
2	@izzatulislaam	https://vt.tiktok.com/ZSyRHUJ4/	Gen Z bukan takut menikah, tetapi lebih takut salah pasangan. Hal ini didukung oleh informasi yang beredar bahwa "nikah telat" lebih baik daripada menikah dengan orang yang salah. Oleh karena itu, pentingnya mempersiapkan banyak hal sebelum memasuki "Fase Krusial," terutama mengenai finansial. di mana ia tidak menyesal telah mulai bekerja dan berinvestasi sejak usia 20-an, khususnya merekomendasikan investasi reksa dana untuk pemula karena meskipun mengandung risiko, tingkat risikonya cenderung rendah.	Bener kebanyakan dari kalangan artis dan orang biasa juga
3	@raymondchins	https://vt.tiktok.com/ZSyRH3PgD/	Raymond Chin: Gen Z terlihat takut menikah, dan hal ini merupakan hasil dari ketidaktahuan (fear is the result of not knowing). semakin seseorang memiliki ilmu dan pengetahuan,	Ga takut nikahnya, lebih ke stok laki laki normal & bertanggung jawab dunia akherat berkurang.

			maka ketakutan itu akan berangsur hilang. cara mendapatkan pasangan yang baik dan akurat. harus bisa saling menjaga dan memastikan bahwa tidak ada orang lain yang bisa masuk ke dalam hubungan mereka, menekankan bahwa pernikahan adalah komitmen seumur hidup yang tidak boleh disepelekan.	
4	@nmaliccaa	https://vt.tiktok.com/ZSyR9JUDy/	jika ia boleh jujur, ia lebih takut menikah dengan orang yang salah dibandingkan tidak menikah sama sekali. berpendapat bahwa jika tidak menikah, hal terburuk yang mungkin terjadi hanyalah merasa bosan, kesepian, atau merasa hidup kurang bermakna karena tidak ada yang menemani. ia yakin bahwa masalah yang akan muncul jika menikah dengan orang yang salah akan jauh lebih besar, seperti sakit hati, stres, dan kebencian. kebencian ini tidak hanya bisa tertuju pada pasangan yang bermasalah, tetapi juga pada diri sendiri, terhadap hidup yang dijalani, dan terhadap keputusan yang telah diambil.	Mending pernah nikah walau gagal, jadi tau rasanya beranya hidup dan bisa lepas dari semua badai pernikahan rasanya menyenangkannya dan menguatkan kita.
5	@chantikabatari_	https://vt.tiktok.com/ZSyR9CSwV/	"KENAPA GEN Z GA MAU NIKAH MUDA?" Gen Z sudah sadar bahwa menikah "sekedat atas nama cinta doang" tidak cukup untuk bertahan hidup. Untuk survive dan menjalani hidup, seseorang harus mapan secara finansial, apalagi jika	Nikah gak sekedat nikah Cuma atas dasar cinta doang.

			sudah merencanakan untuk memiliki anak. menceritakan pengalaman seorang pria yang menikah muda di usia 27 tahun dengan istri 22 tahun, di mana setelah dua bulan pernikahan, sang istri sudah mengandung 1 bulan. Pria itu merasa pernikahannya tidak seindah di bayangan, karena alih-alih membangun rumah dan sukses bersama, ia justru pusing harus menggabungkan uang bulanan untuk kebutuhan sehari-hari, dan kini ia harus memikirkan dana tambahan karena istrinya hamil, padahal gajinya hanya 2,5 juta. membayangkan merantau ke Jakarta saja dengan gaji 5 juta sudah susah, apalagi jika gaji hanya 2,5 juta dan harus menanggung kebutuhan istri dan anak.	
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CONCLUSION

This study found that the decline in marriage rates among Generation Z is not only influenced by economic and social factors, but also by the construction of meaning formed thru interaction with digital content, particularly on the TikTok platform. TikTok serves as a narrative medium that reinforces the values of individualism, self-actualization, and personal success, ultimately shaping the perception that marriage is no longer the primary life goal.

This study emphasizes that TikTok, as a digital medium, serves a dual function as a cultural mirror and as a catalyst that reinforces shifts in social values among Generation Z. This research contributes to understanding how digital media reshapes traditional social institutions thru the algorithmic amplification of cultural narratives. Such understanding

provides an important foundation for further research in the fields of digital sociology, communication studies, and cultural transformation in developing societies.

So, Generazi with the video content suggests:

1. Prioritizing career or continuing education
2. There's a feeling of worry, fear, not being ready, not being right.
3. There's too much information, and many people are opening up about their marriage/family problems on social media.

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