

# Draft Artikel

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## "Marriage Is Scary: A Deconstructive Look at Gen-Z's Perspectives on Marriage (Case Study of #MarriageIsScary Trend on TikTok Platform)

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**Abstract.** *The #MarriageIsScary phenomenon, widely discussed on social media, reflects Generation Z's fears and doubts about the institution of marriage. This study aims to reinterpret the meaning of marriage through a deconstructive approach based on Jacques Derrida's social deconstruction theory, focusing on Gen-Z's perceptions. Data were collected through documentation of netizens' comments in the form of screenshots responding to the trend on various social media platforms. Thematic analysis was conducted by categorizing data into initial codes, main themes, and sub-themes, visualized in a Sankey diagram. The results indicate that marriage is no longer perceived as the pinnacle of happiness but rather as a space filled with pressure, uncertainty, and burdensome social expectations. This study is further supported by literature reviews discussing Derrida's social deconstruction theory and shifts in marital values in the context of digital society. The research concludes that Gen-Z's fear of marriage represents resistance to the dominant normative narratives and idealization of marriage.*

**Keywords :** Gen-Z, social deconstruction, norms, marriage, #MarriageIsScary

**Abstrak.** Fenomena #MarriageIsScary yang ramai diperbincangkan di media sosial mencerminkan ketakutan dan keraguan generasi Z terhadap institusi pernikahan. Penelitian ini bertujuan untuk mengkaji ulang konstruksi makna pernikahan melalui pendekatan dekonstruktif berdasarkan teori dekonstruksi sosial Jacques Derrida dengan fokus pada persepsi Gen-Z. Data diperoleh melalui dokumentasi komentar-komentar warganet dalam bentuk tangkapan layar (screenshot) yang menanggapi tren tersebut di berbagai platform media sosial. Analisis dilakukan secara tematik dengan mengelompokkan data ke dalam kode awal, tema utama, dan sub-tema yang divisualisasikan dalam diagram Sankey. Hasil penelitian menunjukkan bahwa pernikahan dipersepsikan tidak lagi sebagai puncak kebahagiaan, melainkan sebagai ruang penuh tekanan, ketidakpastian, dan ekspektasi sosial yang membebani. Studi ini juga diperkuat oleh kajian literatur yang membahas teori dekonstruksi sosial Jacques Derrida, serta perubahan nilai-nilai pernikahan dalam konteks masyarakat digital. Penelitian ini menyimpulkan bahwa ketakutan terhadap pernikahan di kalangan Gen-Z merupakan bentuk resistensi terhadap narasi normatif dan idealisasi institusi pernikahan yang selama ini dominan.

**Kata Kunci :** Gen-Z, dekonstruksi sosial, norma, pernikahan, #MarriageIsScary

## PRELIMINARY

Society always lives, grows and develops over time. With all kinds of dynamics and problems in life in society, the social construction in it also changes. The social dynamics that occur in society cannot be separated from the changing values that grow in society. In today's digital era, technology is one of the main driving factors causing social change. The use of digital technology such as social media is considered very important in today's community life. Most people today set their standards of living based on the depiction of other people's lives uploaded in cyberspace or social media. TikTok is one of the most popular social media in Indonesia, ranking fourth with 73.5% of users, after Facebook with 81.6% and Instagram with 85.3% in January 2024 (We Are Social, 2024).

TikTok has become a new technology platform for finding information and interacting with each other. TikTok itself appeared in 2016, where this social networking application prioritizes short video content with a duration of 15-60 seconds. The videos displayed are also equipped with various elements, such as music and editing effects to attract the attention of users. Although initially this application was considered less popular because the content in it was mostly dominated by dance. TikTok then developed into a broader trend, covering education, political media, and a place to share complaints. (Fikri Asy & Rizqy Amelia, 2024)

Generation Z prefers to interact through digital platforms rather than direct interactions, one of which is through the TikTok platform. Social media is the main place for them to share thoughts and emotions. The Marriage is Scary trend has begun to be widely discussed through online discussions and parts of its content that have gone viral on popular digital platforms such as TikTok. This digital interaction then gave rise to ideas and opinions about marriage that were widely spread and received a quick response.

Generation Z is the majority of the generation that is now connected to technology, especially social media. Its shorter and more interesting content, such as short videos on TikTok, allows them to share and express themselves on various points of view about marriage. Issues such as domestic violence, infidelity, and domestic violence that are often shared on social media can trigger concerns about marriage. Content related to the fear of marriage has become a trend known as the *#MarriagelsScary* trend (Navya Mawardha et al., 2023).

In Indonesian, the term "Marriage is Scary" means "marriage is scary". This trend began to be widely discussed on various social media platforms, especially TikTok around the beginning of August 2024. The beginning of the emergence of this trend on TikTok began with an upload by a user who expressed their concerns and fears about marriage, especially from a woman's perspective. This phenomenon became a trend on the TikTok platform because many other users (netizens) responded to the upload and agreed with it, so that in the end the phenomenon became a trend on the TikTok platform.

Social media platforms like TikTok that are flexible and easy to use make it easy for users to create and share short content that highlights their concerns about marriage. Gen Z grew up in a digital era that is very different from previous generations. They are more open and transparent in sharing their thoughts and feelings through social media. The Marriage is Scary trend reflects the change in values that are more individualistic and independent among teenagers and young adults. They prioritize personal freedom and autonomy in their lives, which is sometimes interpreted as freedom from long-term commitments such as marriage.

TikTok as the main platform for generation Z serves not only as a source of entertainment but also as a tool for sharing experiences and forming views. TikTok's algorithm allows content related to *#MarriagelsScary* to go viral, thus reinforcing negative stereotypes and perceptions about marriage. This content often displays narratives of women's fear of commitment, creating certain standards for their life partners that can negatively impact the expectations and realities of relationships. The *#MarriagelsScary* trend is a direct example of this effect, where users share negative assumptions about marriage without considering more complex perspectives. Due to the free and broad space for creativity and opinion on TikTok, the *#MarriagelsScary* trend has received great attention from the public because it is closely related to the experiences or assumptions of users, as a result the trend

continues to grow. A study (Gaohan, 2023) concluded that TikTok with its algorithm plays a role in spreading biased information and reinforcing stereotypes, thus negatively impacting the formation of views among teenagers. Some of the main impacts of the emergence of the #MarriagelsScary trend include a change in perception of marriage which has changed the way society, especially the younger generation, views marriage.

Marriage is no longer a life goal to be achieved, but rather a major decision that needs to be thought through carefully. This creates awareness that marriage can be a source of fear and stress, not just happiness. In addition, with the abundance of content depicting fears related to marriage, people are becoming more open to discussing these concerns. Fears such as the possibility of divorce, domestic violence (DV), and dissatisfaction in relationships are common topics discussed, reducing the stigma around talking about problems in marriage.

#### RESEARCH METHODS

The data collection method in the article "Marriage Is Scary": A Deconstructive Review of Gen-Z's Perception of Marriage" was carried out through digital documentation in the form of screenshots of netizen comments on social media responding to the #MarriagelsScary trend. The comments were qualitatively thematic, starting from the initial coding process to identify the central issues that emerged regarding the institution of marriage among Gen-Z.


The results of the analysis are presented in the form of a Sankey diagram, which illustrates the flow of relationships between initial codes, main themes, and sub-themes visually, making it easier for readers to understand how Gen-Z's perceptions of marriage are formed, spread, and interconnected with each other in the digital realm. This research is also strengthened by a literature study as a theoretical basis for understanding the social construction of marriage and the dynamics of Gen-Z's perceptions of it.









The literature reviewed includes Jacques Derrida's deconstruction theory as the main approach in dismantling the dominant narrative around marriage, as well as sociological and psychological studies that discuss the tendency of commitment fear, changes in marriage values, and the influence of social media on the formation of public opinion. This literature study not only serves as an interpretive framework in analyzing comment data, but also as a comparison between theoretical discourse and field findings, thus producing a deeper and more contextual understanding of the #MarriagelsScary trend among Gen-Z.








#### RESULTS AND DISCUSSION

The results of this study began with the process of categorizing netizen comment data that had been collected through screenshots from various social media platforms. The data categorization table presents a thematic structure consisting of initial codes, main themes, and sub-themes identified through thematic analysis according to Miles and Huberman. This process allows researchers to trace the patterns of meaning that emerge from various responses to the #MarriagelsScary trend. Each comment was analyzed in depth to find hidden narratives that reflect the tension between social expectations of marriage and the emotional realities experienced by generation Z.

The following is a table of theme categorization based on analysis of netizen comments related to #MarriagelsScary posts or content on the TikTok platform.

Data Snippet	Initial Code (A)	Sub-Theme (B)	Main Theme (C)
	Conflict between norms and social reality	Fear of domestic conflict	Mental and emotional unpreparedness

 <p>d ak cuma takut diselengkuhin dan jadi korban kdr 🙄🙄 2024-08-09 Reply View 2 replies</p>	Fear of uncertainty	Fear of domestic conflict	Mental and emotional unpreparedness
 <p>NES marriage is scary, bayangkan lu pulang cape kerja liat rumah berantakan karena istri lu males dan malah ngabisin duit jalan2 bareng temennya 2024-08-13 Reply</p>	Fear of uncertainty	Emotional unpreparedness	Mental and emotional unpreparedness
 <p>That boy in the dream baru aja muncul diatas FYP, ada yg post jg cewek soal komenin marriage is scary, dia bilang "mayoritas yg ada ikut trend itu cuman takut suaminya gmn gmn bukan takut pas nikah gk bisa jd ibu yg baik" 2024-08-08 Reply View 2 replies</p>	Fear of uncertainty	Emotional unpreparedness	Mental and emotional unpreparedness
 <p>Wallflower Marriage is Scary versi cowok : takut gaji dari kerjaan gak cukup untuk muasin istri, anak dll. Marriage is Scary versi cewek : takut gak 'diratukan' dan dilayani dengan baik. See the difference? 2024-08-08 Reply View 50 replies</p>	Fear of uncertainty	Emotional unpreparedness	Mental and emotional unpreparedness
 <p>Ramora Marriage is scary, lu kerja mati matian buat istri lu bahkan uang gaji lu di ambil istri dan istri lu masi selingkuh 2024-08-09 Reply</p>	Fear of uncertainty	Emotional unpreparedness	Mental and emotional unpreparedness
 <p>squidwhot marriage is scary klo endingnya kaya ortu gue 2024-08-11 Reply</p>	Traumatic family experiences	Family trauma issue	Mental and emotional unpreparedness
 <p>Ata kata gw mah mereka punya Daddy issues... peran ayah memang sepenting itu 2024-08-09 Reply</p>	Traumatic family experiences	Family trauma issue	Mental and emotional unpreparedness
 <p>bukan anak mamah gue takut sama pernikahan, karna gue lihat nasib ibu gue sendiri sih kaya gimana 2024-08-08 Reply View 2 replies</p>	Traumatic family experiences	Family trauma issue	Mental and emotional unpreparedness

 I LOVE CHES marriage is scary marriage is scary lu kalau takut nikah ga usah nikah udh simple 2024-08-10 Reply	Marriage is not an obligation	Marriage is not mandatory	Deconstructing the meaning of marriage
 N marriage is scary, yaudah kalo msih scary gausa marriage ribet 2024-08-09 Reply	Marriage is not an obligation	Marriage is not mandatory	Deconstructing the meaning of marriage
 Sadull marriage is scary, padahal pernikahan itu salah satu bentuk ibadah, semoga kita di pertemuan sama pasangan yang sama sama ngerti dan saling support satu sama lain, AMINNNNN 2024-08-08 Reply	Conflict between norms and social reality	The shifting meaning of marriage	Deconstructing the meaning of marriage
 anotherdumpan Marriage is scary, nikah itu ibadah tapi di jadikan sebuah ketakutan. 2024-08-08 Reply	Conflict between norms and social reality	Marriage is not mandatory	Deconstructing the meaning of marriage
 imaaa mari normalisasi jgn nikah dulu sebelum mapan berlaku untuk cewe dan cowo. takut bgnt ngebebanin orang lain 2024-10-02 Reply	Career and economic considerations	Focus on career	Individual readiness financially and emotionally
 neessa maka dari itu gue gamau nikah kalau blm kerja yg mapan dan selesai sama diri sendiri 2024-09-02 Reply	Career and economic considerations	Focus on career	Individual readiness financially and emotionally
 put gamau nikah sebelum finansial gue bagus pokoknya harus jadi pns dulu dan pokoknya ortu gue harus ngerasain gaji dari anak bungsunya dulu yaitu gue 2024-09-27 Reply	Career and economic considerations	Focus on career	Individual readiness financially and emotionally

Source: Processed by Researchers 2025

Based on the thematic codification table above, the results of the analysis that has been done will be visualized using the Sankey diagram shown below. The Sankey diagram is an effective tool for visually depicting data flow and relationships between variables. By using this diagram, we can clearly see how various elements interact with each other and contribute to the results of the analysis. This visualization not only makes it easier to understand, but also helps in identifying patterns and trends that may not be visible from the data table alone.

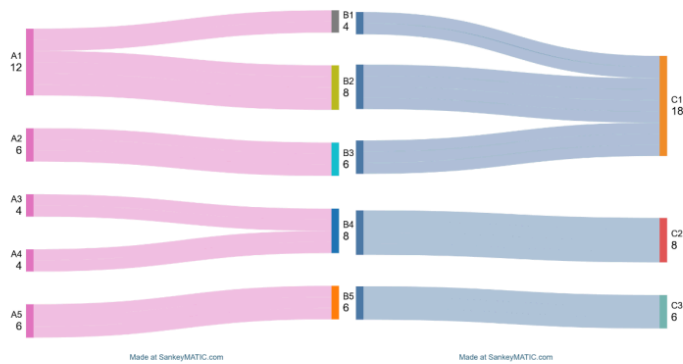


Figure 1. Sankey Diagram  
 Source: Processed by Researchers Using SankeyMatics 2025

#### Thematic Codification Information

Initial Code (A)		Sub Theme (B)	
A1	: Fear of uncertainly	B1	: Fear of domestic conflict
A2	: Traumatic Family experience	B2	: Emotional unpreparedness
A3	: Marriage is not an obligation	B3	: Family trauma issue
A4	: Conflict between norms and social reality	B4	: The shifting meaning of marriage
A5	: Individual readiness financially and emotionally	B5	: Focus on career
Main Theme (C)			
C1	: Mental and emotional unpreparedness		
C2	: Deconstructing the meaning of marriage		
C3	: Career and economics consideration		

Source: Processed by Researchers 2025

#### Analysis of the Sankey Diagram Based on Provided Coding :

The Sankey Diagram illustrates the flow and relationships between various themes related to perceptions of marriage, categorized into Initial Codes (A), Sub-Themes (B), and Main Themes (C). Here is the analysis:

##### 1. Initial Code (A) to Sub-Theme (B) Flow

- **A1 (Fear of Uncertainty)** connects to **B1 (Fear of Domestic Conflict)**, indicating that individuals' apprehensions about unpredictability in life often manifest as concerns over potential conflicts within a marital relationship.
- **A2 (Traumatic Family Experience)** leads to **B3 (Family Trauma Issue)**, showing how past negative family experiences directly contribute to ongoing emotional baggage affecting marriage readiness.

- **A3 (Marriage is Not an Obligation)** aligns with **B4 (The Shifting Meaning of Marriage)**, reflecting modern views that challenge traditional norms, emphasizing marriage as a choice rather than a societal duty.
  - **A4 (Conflict Between Norms and Social Reality)** also links to **B4**, highlighting the tension between societal expectations and contemporary realities, further reshaping perceptions of marriage.
  - **A5 (Individual Readiness Financially and Emotionally)** branches into **B2 (Emotional Unpreparedness)** and **B5 (Focus on Career)**, demonstrating that personal readiness encompasses both emotional stability and economic priorities, with career often taking precedence.
2. **Sub-Theme (B) to Main Theme (C) Consolidation**
- **B1, B2, and B3** converge into **C1 (Mental and Emotional Unpreparedness)**, underscoring that fears, emotional instability, and past trauma collectively contribute to psychological barriers toward marriage.
  - **B4** maps to **C2 (Deconstructing the Meaning of Marriage)**, capturing how evolving societal norms and individual beliefs are redefining the institution of marriage.
  - **B5** feeds into **C3 (Career and Economics Consideration)**, emphasizing practical factors like financial stability and professional goals as critical determinants in marriage decisions.

The diagram reveals a multidimensional view of marriage readiness, where emotional, societal, and economic factors interplay. Traditional norms are increasingly questioned (**C2**), while personal preparedness whether emotional (**C1**) or financial (**C3**) plays a pivotal role in shaping attitudes toward marriage. Without visual data on flow widths or quantities, the analysis assumes equal weightage for all connections. Further quantitative insights could strengthen the interpretation. The Sankey Diagram effectively visualizes complex, interconnected themes, demonstrating how individual experiences and societal shifts collectively influence contemporary perspectives on marriage.

This Sankey diagram illustrates the flow of thought or factors that influence a person's view of marriage. First, there are several basic things that are the causes, such as fear of uncertainty (A1), traumatic family experiences (A2), the assumption that marriage is not an obligation (A3), conflict between social norms and reality (A4), and considerations of financial and emotional readiness (A5). These factors then develop into more specific sub-themes, such as concerns about household conflict (B1), emotional unpreparedness (B2), family trauma (B3), changes in the meaning of marriage (B4), and focus on career (B5).

Ultimately, all of these sub-themes fall into three main themes. First, mental and emotional unpreparedness (C1), which includes fear, trauma, and concerns about household relationships. Second, changes in the meaning of marriage (C2), where marriage is no longer seen as an obligation, but something flexible. Third, career and economic considerations (C3), where many people prioritize financial stability before getting married.

From this diagram, it can be seen that the decision to marry is not only influenced by one thing, but by many factors, both from within such as emotions and trauma, and from outside such as social pressure and economic demands. This shows that marriage today is becoming more complex due to various challenges and changes in values in society. The Sankey diagram shows how the meaning of marriage is no longer seen as something fixed or obligatory (A3 and A4), but rather shifts (B4) towards a more flexible understanding (C2). This is very much in line with Derrida's theory of deconstruction, which states that meaning in society is never stable or absolute, but can always be dismantled and reinterpreted.

1. **Dekonstruktion of the meaning of marriage**

Derrida rejects the concept of "single truth". In the diagram, it can be seen how the old norm ("marriage is an obligation") is questioned (A3) because it conflicts with social reality (A4).

This is an example of deconstruction: the meaning of marriage is "dismantled" from traditional values to something subjective (for example: "can be postponed for the sake of a career" or "is not the only way of life").

2. **The Influence of Trauma and Fear**

Derrida also emphasizes that personal experiences (such as family trauma/A2) influence how we interpret social institutions. The diagram shows how bad experiences (B3) change people's perceptions of marriage, from being considered sacred to being colored by doubt (C1).

3. **Shifting Priorities (Career vs. Marriage) Deconstruction theory sees that the hierarchy of values (e.g., "marriage is more important than career") can be reversed. In the diagram, the focus on career (B5/C3) proves that the meaning of "success" is no longer synonymous with marriage, but can mean individual achievement.**

Overall, the respondents involved in this survey are a reflection of TikTok netizens who are highly influenced by the development of digital culture and are open to changes in values and views, especially related to marriage, relationships, and gender roles in modern society.

**CONCLUSION**

From the results above, several common threads emerge that show how marriage is no longer seen as a sacred institution that brings happiness, but rather as a source of anxiety, economic pressure, and relational uncertainty. In the perspective of Jacques Derrida's deconstruction, this statement reveals how marriage, which was originally considered a sacred and stable institution, has experienced a dismantling of meaning, where the traditional hierarchy (happiness vs. suffering) is reversed to become a source of anxiety, economic pressure, and relational uncertainty. This process shows that the meaning of marriage is not fixed, but continues to shift (*différance*) depending on the material context and subjectivity, thus eroding its dominant narrative as an "ideal life goal". This deconstruction reveals the fragility of the social construction of marriage, emphasizing that the institution is not a universal truth, but rather the result of negotiations that are always open to reinterpretation.

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