

The Impact of the "Marriage is Scary" TikTok Trend on Gen Z's Anxiety Toward Marriage

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ABSTRACT

The TikTok *Marriage is Scary* trend can have a negative impact on Gen Z. The existence of content containing negative narratives causes problems for Gen Z in the form of anxiety. This study aims to determine the impact of the TikTok *Marriage is Scary* trend on Gen Z in viewing marriage. This research uses a qualitative method with a descriptive approach, data collected through interviews and analysis of videos and comments. Informants in this study were selected by purposive sampling with the following criteria: 13-28 years old (Gen Z), actively using the TikTok application and have seen or been exposed to *Marriage is Scary* content. The results showed that the TikTok *Marriage is Scary* trend had an impact on Gen Z's anxiety, stress levels and confidence in marriage. This is further exacerbated by Gen Z's lack of literacy, as well as policy provisions from the TikTok platform that have not been able to select content uploaded on social media. This finding shows the importance of digital literacy so that Gen Z is able to respond to negative content more wisely.

Keywords : Anxiety, Gen Z, Social Media Trends

INTRODUCTION

TikTok is a music video platform and social network originating from China and launched in September 2016. In 2018, TikTok beat other popular apps such as Facebook Messenger, YouTube, Instagram, and WhatsApp as the most downloaded app, with a total of 45.8 million downloads (Fatimah Kartini Bohang, 2018, in Aji & Setiyadi, 2020). TikTok's algorithm works by relying on the content graph. Some of the things that can affect this algorithm include filters, *hashtags*, TikTok content, *challenges* and good lighting and shootin (Mufti Ayu Sawitri et al., 2021).

Lately, social media, especially TikTok, has been abuzz with the emergence of the *marriage is scary* trend. Characterized by the amount of content using the hashtag #marriageisscary, until May 2025 the number of videos using the hashtag reached 8775. This trend is quite popular among Gen Z, where a lot of information is presented related to marriage. Experiences shared about marriage include divorce, infidelity, and domestic violence (domestic violence) (Asy'ari & Amelia, 2024). The information in this trend has the potential to impact Gen Z's views so that some of them view marriage as synonymous with problems rather than happiness. According to the 2023 Indonesian Health Survey (IHS) conducted by the Health Development Policy Agency, it was noted that 5.5% of adolescents aged 10-17 years experienced mental disorders, with 3.7% of them experiencing anxiety. In addition, a

survey report in 26 countries, including Indonesia, showed that social media use triggers higher levels of anxiety and worry in Gen Z compared to previous generations (Aulia, 2025). The ease of communicating and finding information without being hindered by time and distance is obtained by today's society (Nur Cahya et al., 2023). Another study states that the average person uses the internet to search for information and find entertainment through social media (Arianti & Arianti, 2017). Albert Bandura, in his theory of social learning, states that individuals learn through the process of observing, modeling and imitating the behavior of others in a social context. According to this theory, one can learn not only from one's own experiences, but also by looking at the experiences of others and seeing what happens after they perform an action (Warini et al., 2023). This trend can also be seen as a form of fear appeal, which is a persuasive message that uses fear as its approach, this message shows the terrible things that will happen if someone does not follow the recommendations conveyed in the message (Witte, 1992, in Husnaya et al., 2023). In the context of marriage is scary, negative content is spread by showing experiences such as divorce, domestic violence and divorce. The content indirectly conveys that if they get married, they will experience the same thing. In this case, Gen Z may experience anxiety due to repeated viewing of negative content about marriage. Finding other people have bad experiences about marriage such as experiencing infidelity or other bad things. This can foster fear and doubt in them towards marriage.

Based on this phenomenon, this study aims to analyze the impact of the TikTok *marriage is scary* trend on Gen Z, focusing on three aspects: (1) Anxiety that can be experienced due to this phenomenon (Guidance and Counseling Ar-Rahman et al., 2024). (2) Stress that can arise due to uncertainty about the future of marriage. (3) Trust issues that arise because of the rampant negative information about marriage, causing doubts in themselves.

The *marriage is scary* trend that has been circulating on TikTok has the potential to have a significant impact on Gen Z's view of marriage. If negative information continues to grow, it is not impossible that they can experience, anxiety, stress and even find it difficult to have trust in someone to establish a relationship in the future. Therefore, this study was conducted to find out the extent to which this trend has an impact on Gen Z's psychological conditions such as anxiety, stress and trust issues as well as their views on marriage.

LITERATURE REVIEW

Anxiety is an unpleasant emotional reaction to threats that are often unreal, characterized by tension, fear, and anxiety (Nuriyyatiningrum et al., 2023). Although anxiety is basically a natural response to situations that are perceived as threatening (Dedy Nugraha, 2020), if the intensity and frequency are excessive, anxiety can become abnormal and interfere with individual well-being. Meanwhile, Wihastuti, Supriati, and Jahriah (in Widodo et al., 2017) emphasize that anxiety is a deep emotional disturbance but is still within normal limits if it does not interfere with reality assessment and personality.

Anxiety consists of several important interrelated aspects. Greenberger and Padesky (in Lubis & Hayati, 2021) identified four main aspects:

1. Physical reactions such as heart palpitations, muscle tension and cold sweat.
2. Negative thinking which includes feelings of inadequacy and self-doubt.

3. Avoidance behavior towards anxiety-provoking situations.
4. Feelings such as panic and nervousness that inhibit decision-making.

Generation Z, born between 1997 and 2012, is known as a generation that relies heavily on digital technology and social media (Hellen Chou P in Mukhlis et al., 2022). They have unique characteristics, including a tendency to multitask, higher tolerance, good financial understanding, and strong career ambitions (Khansa in Mukhlis et al., 2022). Gen Z's intense interaction through social media such as Instagram and Twitter allows them to express their thoughts spontaneously and widely. Gen Z's high exposure to social media has the potential to increase the risk of anxiety. Research in Indonesia shows that media intensity and exposure significantly affect anxiety levels, both biologically, psychologically and socially (Aryandini & Samatan, 2022).

Social media itself is an online platform that allows active participation, openness, two-way communication, community building, and connectivity between users (Rafiq, 2020; Kaplan & Haelin in Tasruddin et al., 2021; Yulianita et al. in Yusmanizar et al., 2020). These characteristics make social media very effective in disseminating information, but at the same time vulnerable to the spread of content that can cause anxiety, especially for generations that rely heavily on digital interactions such as Gen Z. High social media exposure is positively correlated with anxiety levels in university students (Sutriani & Rahmadhani, 2023). This is in line with the finding that information overload in online media can trigger health anxiety. In addition, framing effects in social media influence the way information is presented and received, so narratives that emphasize threat or failure can reinforce negative perceptions and increase user anxiety (Anisa et al., 2025).

METHODS

This research focuses on the phenomenon of trends in social media, especially TikTok, which discusses *Marriage is Scary* and its impact on Gen Z's anxiety and their views on marriage. The phenomenon studied relates to how this *Marriage is Scary* trend affects Gen Z's view of marriage and whether this trend causes anxiety, stress, and trust issues towards marriage in Gen Z. This study used a qualitative method with a descriptive approach. A total of 9 participants were interviewed in a semi-structured manner. The interviews were conducted through voice calls with a duration of 30-40 minutes. Informant consent was obtained verbally before conducting the interview after the researcher explained the procedure, purpose and rights of the informant, including the freedom not to answer certain questions. Participants' identities were kept confidential by using pseudonyms in data presentation. The data in this study consists of primary data obtained from interviews with Gen Z who are exposed to these trends to understand perceptions and experiences more deeply. Secondary data is in the form of TikTok videos discussing the trend and looking at user comments as their response to the video content. With the sampling technique is purposive sampling with several criteria, namely participants are individuals who belong to the Generation (born between 1997-2012) who actively use the TikTok application, and have seen or been exposed to *Marriage is Scary* content.

The research process was conducted in several stages. The first stage was trend identification by collecting TikTok videos relevant to the *Marriage is Scary* content. The second stage is

data collection by recording information from the video, collecting usage comments, and conducting interviews with participants. The third stage of data analysis used content analysis methods for videos and comments, and thematic analysis for interviews. At this stage, the researcher read through the interview transcripts to identify themes that emerged in the data. Next, the researcher made a list of keywords that appeared frequently and were relevant to the research topic. The next stage, open coding, is the process of reviewing the data in detail and labeling (coding) each important unit of meaning related to the informants' perceptions and experiences of the *Marriage is Scary* trend and its impact. Then axial coding is carried out, which is the stage of grouping codes that have similar meanings into more structured and interconnected categories. The last stage is thematic coding, which is the process of compiling the main themes from the groupings of categories that have been made before. These themes describe the participants' experiences and the core of the problem under study, then used as a basis for writing the results of the analysis and drawing conclusions.

RESULTS

Anxiety about marriage

The data shows that the *marriage is scary* trend triggers anxiety in gen z. Based on interviews conducted with a total of 9 participants, they said that they experienced fear that triggered anxiety after watching *marriage is scary* content containing negative narratives such as domestic violence, financial burden, divorce and others. One informant expressed her anxiety,

“... I feel scared too now that there is a lot of domestic violence, spousal murder, infidelity”.
(Informant 2)

It shows that the *marriage is scary* trend can increase anxiety in Gen Z. For more details, see table 4.1

Table 1. Impact on anxiety

NO	Informant	Impact on anxiety
1	Informant 1	Feeling afraid, overthinking, imagining being treated badly by husband
2	Informant 2	Feeling anxious, afraid of domestic violence, infidelity
3	Informant 3	Feeling anxious but mild, afraid of the possibility of domestic violence but not excessive
4	Informant 4	Feeling afraid and not ready to get married
5	Informant 5	Not feeling anxious, but more careful
6	Informant 6	Have fear but still optimistic
7	Informant 7	Feeling afraid after watching especially about domestic violence and infidelity
8	Informant 8	Do not feel anxious, but more selective and protective
9	Informant 9	Do not feel anxious, the trend is considered a reminder

The interview data illustrates that there is an increased sense of anxiety experienced by Gen Z. In line with this, another informant said:

“I am afraid, so I imagine if I am in that position and then treated like that by my husband”. (Informant 1)

The same thing was also conveyed by other informants:

“Yes, this content makes them anxious, they are afraid to imagine it too”. (Informant 7)

Based on these interview quotes, it can be seen that the marriage is scary trend that is widely circulated on social media has an impact on Gen Z. Further evidence was provided by one informant who stated:

“Fear, because I feel that I am not ready mentally and financially”. (Informant 4)

The data confirms that negative narratives in *marriage is scary* content increase Gen Z's anxiety towards marriage.

Secondary data in the form of video analysis and comments also state the same thing. The video analyzed *contains* the content creator's opinion on marriage where the video contains many elements of negative narratives as conveyed by one of the content creators on the TikTok account @haloakualya:

“Marriage is scary, imagine if you have a husband who talks rudely, likes to get angry, doesn't give in, and kdrt so repeatedly throughout your life”.

Many of the comments that appeared in the content expressed their fear of marriage. As many as 60 comments were found, there were 20 (33.3%) negative comments. The forms of these comments include:

“I'm scared, shouldn't I just get married”. (Comment 1)

“Actually I'm just afraid of being wrong, I'm afraid of being forgotten, I'm afraid of not being loved, I'm afraid of being left behind, I'm afraid of being very afraid, I'm afraid of a lot”. (Comment 2)

Based on the video data and comments, it is increasingly convincing that the *marriage is scary* trend increases the level of anxiety in gen z towards marriage. Even so, not all informants felt anxious after watching the content. Some informants felt that it was indeed scary but not to the point of making them anxious, only making themselves more selective. As stated by one informant:

“No, it depends on ourselves how we respond to these trends.” (Informant 3)

In line with the previous informant, the following informant also stated the same thing: “No, but more careful”. (Informant 5)

This shows that after watching *marriage is scary* content they become more cautious in their actions. In general, based on the interview data and analysis of the videos and comments, it shows that the *marriage is scary* trend increases Gen Z's anxiety about marriage.

Table 2. Thematic Coding Table: Impact on anxiety

Theme/Sub-Theme	Excerpt	Informant
Anxiety about marriage	“Maybe we feel anxious, because we are getting older and can't deny that it will be	Informant 2

	our turn...”	
Fear of being treated badly	“I’m scared, so I imagine if I’m in that position and then treated like that by my husband.”	Informant 1
Fear of domestic violence/infidelity	“Just a little bit. Imagining if one day my partner suddenly had sex.”	Informant 3
Fear of getting married because of trends	“Afraid, because I don’t feel ready mentally and financially.”	Informant 4
Fear of getting married because of other people’s experiences	“Sometimes I feel scared but on the other hand it’s normal...”	Informant 6

Thematic analysis shows that the *marriage is scary* trend triggers anxiety in Gen Z. Fear of marriage, concerns about infidelity, worries about domestic violence (DV), and financial and mental issues were the main issues that emerged. Informants expressed fear of mistreatment and uncertainty about the future of their marriage, which was reinforced by negative stories and experiences spread on social media. However, some of them did not feel overly anxious, but were more selective and protective.

Stress due to marriage uncertainty

The data shows that the *marriage is scary* trend tends to increase Gen Z’s stress due to uncertainty about marriage. Based on interviews conducted, the *marriage is scary* trend indirectly triggers stress in Gen Z. This is evidenced by an interview quote from one of the informants who stated:

“And then like the case about Lesti in the divorce, it makes me even more afraid because if people are dating, it must be seen that only the affectionate ones are affectionate, then when they get married at home, their true nature becomes even more visible, so I think if I get it later, how will it be like that”. (Informant 1)

This shows that the *marriage is scary* trend can increase stress levels due to uncertainty in marriage. For a complete view, see table 4.2

Table 3. Impact on stress due to relationship uncertainty

NO	Informant	Impact on stress due to relationship uncertainty
1	Informant 1	Frequent overthinking and anxiety
2	Informant 2	Burdened with social pressures, such as being asked “when to get married” and fears about the future
3	Informant 3	Feeling pressured to prepare for marriage financially
4	Informant 4	Feeling fearful and avoiding thoughts of

		marriage
5	Informant 5	Not fearful but more selective
6	Informant 6	Remained optimistic but more selective
7	Informant 7	Does not show stress clearly
8	Informant 8	Not feeling stressed, just more cautious
9	Informant 9	Does not feel stressed

The interview results illustrate that there is an increase in the level of stress in gen z. In line with this, an informant revealed:

“...from the surrounding environment, there are many women who feel that they have the wrong partner and regret getting married because, again, the partner is patriarchal”. (Informant 6)

Other evidence showing an increase in stress is an interview quote from an informant, the informant stated:

“Yes, sometimes I think I'm a bit scared too.... Financially, it's really important, because on average in my neighborhood, what makes marriages not last long is because of economic problems”. (Informant 9)

The data suggests that the *marriage is scary* trend increases stress levels due to the uncertainty of marriage.

Other evidence was also found in the analysis of videos and comments, there was a comment from a netizen on the TikTok account @beakillua who stated the influence of the trend on him. Comments such as:

“I'm scared, don't I want to get married?”,

In another video on the TikTok account @sateturbo, the same comment was found:

“so what if our husbands can't accept the shape of our bodies and faces during pregnancy and childbirth?”.

Based on interview data and video analysis, it generally shows that the *marriage is scary* trend increases Gen Z's stress level due to marriage uncertainty.

Table 4. Thematic Coding Table: Impact on stress

Theme/Sub-Theme	Excerpt	Informant
Stress due to social pressure	“Because we are getting older and can't deny that there will come a time when it will be our turn to be asked when to get married...”	Informant 2
Stress due to negative content	“This content makes them anxious, they are also afraid of imagining it but not to the point of being anxious, more like afraid of the wrong steps.”	Informant 7
Stress due to family experience	“There are also those who discuss that they are afraid	Informant 8

	of marriage because they see their families like that, maybe their parents are like yes, they fight every day...”	
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Thematic analysis shows that the *marriage is scary* trend increases Gen Z stress due to negative content, social pressure, and family experience. Social pressure in the form of questions about when to get married creates an emotional burden (Hanum). Negative content triggers the fear of making the wrong move (Mae), while the experience of family conflict adds to concerns about marriage (Dhiya). These three factors mutually reinforce stress due to marriage uncertainty in Gen Z.

Trust issues in relationships due to negative marriage trends

The data shows that the *marriage is scary* trend tends to cause trust issues in relationships. Based on an interview conducted, one informant revealed:

“For myself, it is more difficult to trust men because the trend tells a lot about patriarchal men and like to play hands.” (Informant 6)

Similarly, another informant revealed:

“Yes, it is more difficult to trust a partner, therefore before deciding, it must be sought and researched in advance how the personality and life of our prospective partner, whether they have the same vision and mission or not and how they behave in their daily lives.” (Informant 5)

Other evidence also shows where one informant said:

“...sometimes after watching the content, I think, this person is like that, his words can be trusted, and if I am really with him, I will be treated like that, not like that.” (Informant 1)

This shows that the *marriage is scary* trend tends to cause trust issues in relationships. For more details, see table 4.3

Table 5. Impact on relationship trust

NO	Informant	Impact on relationship trust
1	Informant 1	Trust issues arise in couples who are close
2	Informant 2	Tend to yes, feel more afraid and difficult to trust
3	Informant 3	No trust issue, it all depends on each person in responding to trends
4	Informant 4	Does not affect, trends are just a reminder
5	Informant 5	Does not affect, but more selective
6	Informant 6	Trust issue in men
7	Informant 7	Feeling trust issue due to exaggerated content narrative
8	Informant 8	No trust issue, remain optimistic
9	Informant 9	No trust issue, but important to know your partner well

From the results of the interviews, it can be seen that the *marriage is scary* trend tends to cause trust issues in Gen Z. Other evidence from video and comment analysis also shows the same thing. There is a video posted by a *content creator* with a TikTok account @haloakualya in the video with a caption that reads:

“*Marriage is scary* imagine if you have a husband who talks rudely, likes to get angry, doesn't give in, and keeps repeating that throughout your life”.

In another video also containing similar *content creators* with TikTok accounts @geminiisyourqueen in the caption that reads:

“Marriage is scary, what if it turns out that he was good in courtship only when he got married so he was rude and played hands because he felt he had power and was completely ours”.

This shows the negative impact of the marriage is scary trend on gen z trust.

However, not all informants shared the same opinion. Some of them argued that the trend did not affect their belief in marriage. One informant said:

"Not really. I still believe in the concept of marriage, as long as both are ready and support each other. But we also need to be vigilant, choose a partner who is really good for us, who we know the seed bebet weight". (Informant 9)

In line with what the previous informant said, another informant added:

“No, it depends on ourselves how to respond to these trends.”. (Informant 3)

From the explanation above, it can be concluded that there are gen z who still have confidence in the marriage relationship even though they have watched the trend.

Table 6. Thematic Coding Table: Impact on trust issues

Theme/Sub-Theme	Excerpt	Informant
Difficult to trust partners	"Yes, it is more difficult to trust a partner, therefore before deciding, it must be searched and researched first..."	Informant 5
Difficult to trust men	"For myself, it is more difficult to trust men because the trend tells a lot about patriarchal men and like to play hands."	Informant 6
Doubtful of partners	"Sometimes when I watch the content, I think, this person is not like that, I can't trust his words..."	Informant 1
Unaffected	"No, trends are not a benchmark but to be careful."	Informant 4
Selective	"No, it just depends on ourselves how to respond to these trends."	Informant 3

Thematic analysis shows that the marriage is scary trend raises trust issues in Gen Z. The main themes that emerged were “Difficult to trust men” and “Difficult to trust couples”, which were influenced by negative narratives about patriarchy and violence in marriage. On

the other hand, there are themes of “Selective” and “Uninfluenced” which show that informants still trust with caution. Overall, these trends cause Gen Z to be hesitant and wary in relationships.

Although the data shows that the *marriage is scary* trend triggers anxiety, stress and trust issues in Gen Z, not all accounts or content analyzed represent the experiences of the entire Gen Z population in Indonesia. Accounts such as @haloakualya and @geminiisyourqueen's popularity or virality are often temporary and heavily influenced by algorithms and momentary trends. Furthermore, it is not certain that all Gen Z who watched or commented on the viral videos had similar perspectives, but the comments that appeared on the videos showed unrest and anxiety.

DISCUSSION

The most important findings in the study show that the social media trend tiktok “*marriage is scary*” has an impact on gen z in three main ways: 1) Increased anxiety about marriage, 2) Stress caused by the uncertainty of marriage and 3) Emerging trust issues in relationships. After conducting interviews, most informants argued that the negative narratives in the content, such as domestic violence, infidelity, economic problems and the fear of having a patriarchal partner, made informants feel anxious about marriage, made them hesitant to get married, and difficult to trust their partners. Even so, not all informants felt affected by the content. Some informants prefer to take the content as a reminder and make them more careful and selective, not so much as to feel anxious or lose trust completely. Some informants with strong religious values indicated that they were less affected by this trend. They believe that God will give them the best as long as they continue to improve themselves. In addition, informants who come from harmonious families tend not to show anxiety about this trend. Instead, they become more selective in choosing a partner. On the other hand, based on the analysis of videos and comments on TikTok, almost all users left negative comments. They were scared and there was even a comment that said she would not get married. This shows that the *marriage is scary* trend affects its audience. The number of negative comments that appear can worsen the mood and increase stress and anxiety in users. Repeated negative narratives create feelings of doubt and fear in seeing marriage become difficult to eliminate.

This result is in line with research conducted by Karimah (2025) which states that the “*Marriage is Scary*” phenomenon reflects complex anxieties in today's digital society, where many people feel afraid to get married because of the huge challenges they perceive to exist, especially in economic and emotional aspects. This study also supports research conducted by Kania Dewi Tirta and Sinta Nur Arifin (2025) which states that Generation Z perceives the “*Marriage is scary*” phenomenon as a complex issue influenced by various psychological, social, and cultural factors, with social media playing an important role. Generation Z is often exposed to negative marriage narratives through social media platforms, such as stories of infidelity, divorce, and problems in long-term relationships. Social media personalization algorithms reinforce these biases by tailoring content to users' interests. However, this study has things that have not been widely discussed such as

individual responses, namely defense mechanisms. The defense mechanism in Gen Z is in the form of their attitude that is more cautious and more selective in determining future partners. The results of this study show that trends in social media are not only for entertainment but have become a new space for users to write and express their opinions into a narrative. The negative narrative is uploaded on social media so that it spreads through algorithms. Gen z as a tech-savvy generation can easily access the content. Gen z is also vulnerable to negative narratives that raise issues both personal and broad. A theory coined by Erik Erikson suggests that the developmental task in adolescence is to find self-identity, if adolescents fail to explore their identity, they will form self-isolation (Arini, 2021).

Based on the results of these findings where the content affects Gen Z, there is a need for content such as balanced marriage. Not only content that contains negative narratives, but there must be content that provides positive and inspirational stories so that Gen Z is more confident and does not hesitate. In addition, there is a need for digital literacy so that Gen Z is better able to filter viral trends properly and wisely.

The discovery of anxiety, stress, and trust issues in Gen Z exposed to this trend is triggered by the easy access to technology. A survey conducted by McKinsey Health Institute shows that social media is the main factor of stress in Gen Z compared to previous generations (Hamid & Taslim, 2024). TikTok social media gives them space to work. However, there are some users who choose to make TikTok a space to express their thoughts about traumatic events. Gen Z as a generation that is looking for self-identity can easily absorb and make this information a guide. In addition to technology, environmental factors also contribute. Based on the results of interviews and video analysis, most of them saw cases in marriage happening around them. This can also trigger trust issues because personal experience is one of the triggers (Lanongbuka & Luma, 2024). Such experiences can undermine a person's trust, making them hesitant to establish close relationships with others (Herdian Putra et al., 2024). This is in line with the theory presented by Albert Bandura, namely social cognitive theory which states that individuals can learn behaviors and values through observation of models, especially if the model is considered relevant including how they respond to traumatic events (Yanuardianto, 2019). Therefore, steps are needed to prevent this phenomenon from becoming more widespread. The existence of a discussion space about marriage can be a first step. Discussions about marriage that do not only reveal the scary side but also positive and inspiring stories. Future researchers can dig deeper into how this trend directly impacts Gen Z and their views on marriage.

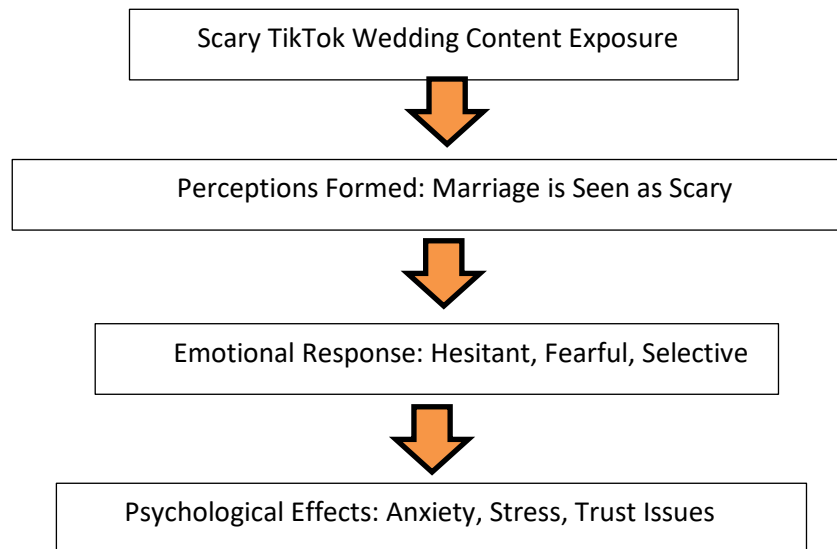


Figure 1. A look at the Psychological Impact of the Marriage is Scary Trend on Gen Z

CONCLUSION

Although TikTok is known as an entertainment medium, this study proves that the application can also have a negative impact on its users, especially Gen Z. This study shows that TikTok's social media content can affect the psychological condition of users, especially Gen Z. These serious conditions include: 1) Increased anxiety in Gen Z towards marriage, 2) The emergence of stress due to uncertainty in marriage, 3) The emergence of trust issues in gen z to choose a partner. Thus, TikTok as an entertainment application is not completely safe. The added value of this research lies in the combination of methods used: content analysis of TikTok content and thematic analysis of in-person interviews. This approach provides a clearer picture of how digital phenomena can affect psychological constructs in real life. In addition, this study contributes new insights into Gen Z's coping with marriage fears, not only in the form of anxiety, but also the emergence of selective and cautious attitudes, which have not previously been highlighted in similar studies.

The research also emphasizes the importance of premarital education to prepare young people for married life. Digital literacy also needs to be improved, especially for Gen Z, to be able to understand and sort information more critically. In addition, supervision of negatively charged content spread on social media needs to be strengthened to prevent adverse impacts from becoming more widespread.

LIMITATION

The limitations of this study are related to data sources and analysis methods. The research data was only obtained from several participants with interviews not revealed by the phenomenological approach. Second, the data analysis obtained from several videos on TikTok that discuss *marriage is scary* by looking at the narratives and comments written in the comments column. For this reason, further research is needed to complement the limitations of this research.

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