

ISLAM-BASED SEXUALITY EDUCATION ON INSTAGRAM (Quantitative Content Analysis of the Instagram Account @taulebih.id)

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Abstract

The use of social media as a platform for disseminating educational content is steadily increasing, including in the realm of Islamic-based sexual education. One such active account is @taulebih.id on Instagram, which consistently shares content on sexual education from an Islamic perspective. This study examines how Islamic-based sexuality education is presented through the Instagram account @taulebih.id. Using quantitative content analysis, 137 posts published between September 2024 and February 2025 were coded into six thematic categories. Findings indicate that the Physical-Biological theme dominated (26%), particularly in health and disease subcategories, while content framed with Islamic principles and values consistently generated higher engagement. These results suggest that integrating religious values into sexuality education enhances audience receptivity. The study contributes to scholarship on digital religious communication and highlights the potential of social media platforms to promote health education in culturally resonant ways. Future research should expand the scope by including multiple accounts, longer timeframes, and mixed methods to capture audience perception and behavioral outcomes.

Keywords: Content Analysis, Islamic Sexual Education, Social Media, Instagram



INTRODUCTION

Sexual crimes and early marriages remain pressing issues in Indonesia, with children and adolescents among the most vulnerable groups. Although digital technologies have increased access to sexual information, such exposure often lacks critical literacy and can result in distorted understandings of sexuality. In this context, Instagram is not only used as a social media platform for personal expression, but also frequently used as a business account, creator account, community account, and even an organizational account as a form of representation in the virtual world, as seen on the Taulebih Instagram account. Taulebih is an educational platform with the username @taulebih.id that focuses on sexual education and reproductive health based on Islamic values. This platform was founded in 2021 by Zhafira Aqyla, a content creator who often shares her experiences, tips, and insights in the field of education. According to Pemuka Rakyat, Zhafira also has a special interest in sex education, educational technology (ed-tech) innovation, and community empowerment, which motivated her to establish Taulebih.

The presence of Taulebih is also motivated by the high rate of sexual crimes occurring in Indonesia. During 2023, the number of complaints of violence against women received by Komnas Perempuan increased to a total of 4,374 reports. Meanwhile, KPAI data for 2022 recorded 4,683 complaints, both directly and indirectly, online and through the media. Of these, the Special Child Protection (PKA) cluster ranked highest with a total of 2,133 cases. The most common type of case was children being victims of sexual crimes, with 834 cases. This figure shows that children in Indonesia are highly vulnerable to becoming victims of sexual crimes, regardless of their background, situation, or circumstances.

Other data cited from Detik shows that the head of the National Population and Family Planning Agency (BKKBN) revealed that the trend of early marriage in Indonesia has declined over the past 10 years, from 40 to 26 thousand per thousand. However, the average age of sexual activity among adolescents aged 5-19 years has increased. Among females, more than 50% have had sexual intercourse within that age range, while among males, the figure exceeds 70%. This situation is certainly a cause for concern and needs to be addressed seriously. According to DP3AP2.jogjapro.id, the main motivation for adolescents to initiate sex at this age is still widely debated. The factor that enables premarital sexual behavior among adolescents is the development of technology.

In line with Putra's (2018) opinion that technological developments have led to the spread of sexually explicit information within society. Discussions about sex have become very easily accessible, both in print and electronic media such as websites, pornographic VCDs, adult films,



and others. It is this exposure that has caused teenagers to obtain information about sexuality at an earlier age than previous generations. Unfortunately, this ease of access is not balanced with adequate sexual literacy. As a result, the information obtained by adolescents is often unfiltered and has the potential to shape a misguided understanding of sexuality.

The @taulebih.id account consistently discusses these topics through an approach that is in line with Islamic teachings by combining religious values with scientific information. Thus, the education provided is not only based on medical and psychological studies, but also considers other aspects such as manners and ethics taught in Islam. Based on the background discussed earlier, a problem statement can be formulated in the form of what are the themes of Islamic-based sexuality education content presented on the Instagram account @taulebih.id.

METHOD

This research is a quantitative study using content analysis. Content analysis is a research method that discusses in depth the written or printed information contained in the mass media (Bone, 2019). The application of content analysis begins with identifying relevant texts or the main focus of the research. After that, the researcher compiles a number of categories to group the messages contained in the text. The final and most important stage is the coding process. At this stage, the researcher needs to train two coders to code messages based on predetermined categories. The researcher needs two coders so that the validity of the content analysis results can be tested (Pratama et al., 2021).

The population in this study was all posts on the Instagram account @taulebih.id during the period September 1, 2024 – February 28, 2025, totaling 137 pieces of content. The researcher used the total sampling technique, which Sugiyono (in Salsabillah et al., 2020) describes as a sampling technique that uses the entire population as the sample. The data collected through documentation will be organized in tabular form to make it more systematic and easier to analyze. Each data point will be classified based on categories relevant to the research focus, namely topics of sexual education in the Instagram content of @taulebih.id. After that, the data will be analyzed using content analysis methods based on appropriate theories or concepts.



Table 1. categorization of Islam-based sexual education

No	Categorization	Definition
1.	Biological Physics	This content discusses aspects of human biology. Subcategories in biological physics include: a) Sexual Health Health related to sexual function b) Anatomy The structure and function of the human body c) Menstruation and Menopause The natural processes experienced by women, namely menstruation and the cessation of menstruation d) Personal Hygiene Efforts to keep the body clean and healthy e) Diseases and Health Disorders Medical conditions that are abnormal or impaired f) Pregnancy and Breastfeeding The state of being pregnant and breastfeeding after giving birth
2.	Islamic Principles and Values	This content discusses the implementation of Islamic principles and values in daily life. Subcategories within Islamic principles and values include: a) Manners and Morals Daily moral and ethical values and how to conduct oneself in accordance with Islamic teachings. b) Islamic Perspectives on Social Issues Social phenomena explained from an Islamic perspective. c) Fiqh of Life Normative Islamic law (halal-haram, obligatory, sunnah, etc.).



3.	Marriage and Household	This content discusses the dynamics of marriage and household life. Subcategories in marriage and household include: a) Marriage Problems Problems or conflicts that arise in marriage. b) Marriage Readiness Things that need to be prepared before getting married.
4.	Family	This content discusses the dynamics and roles of family members. Subcategories within the family include: a) Parenting How to educate and raise children in relation to sex education. b) Parent-Child Relationships Emotional relationships and interactions between parents and children.
5.	Social and Sexual Issues	Content that discusses social phenomena occurring in the surrounding environment. Subcategories within social and sexual issues include: a) Deviant Social and Sexual Behavior Actions that do not conform to prevailing social norms. b) Information on Sexual Violence Knowledge about the forms, impacts, prevention, handling, and news of sexual violence that occurs around us.
6.	Organizational Content	Content that discusses themes outside of sex education, such as information and documentation of activities or account promotions.

The validity test used in this study was content validity. Eriyanto (in Solihin et al., 2022) stated that reliability testing could be conducted using the intercoder reliability method with the following Holsti formula:

$$\text{Inter-coder reliability} = \frac{2M}{N1 + N2}$$



M	=	The same amount of coding from each coder
N1	=	Number of codes found by the first coder
N2	=	Number of codes found by the second coder

In this stage, coding sheets and coding guidelines were used as instruments. The coding sheets were filled out by the researcher as the first coder, assisted by the second coder. In this case, the second coder chosen was a teacher at an Islamic boarding school located in East Java. Based on Holsti's formula, the inter-coder reliability value in this study must exceed 70% or 0.7 because the measurement tool will be considered more reliable if the level of agreement between coders is also higher.

RESULTS

Content Frequency

In September 2024, there were 21 posts, accounting for 15% of the total content analyzed. This number increased in the following month, October 2024, to 25 posts, accounting for 18%. The same figure was also seen in November 2024, with 25 posts and a percentage that remained at 18%.

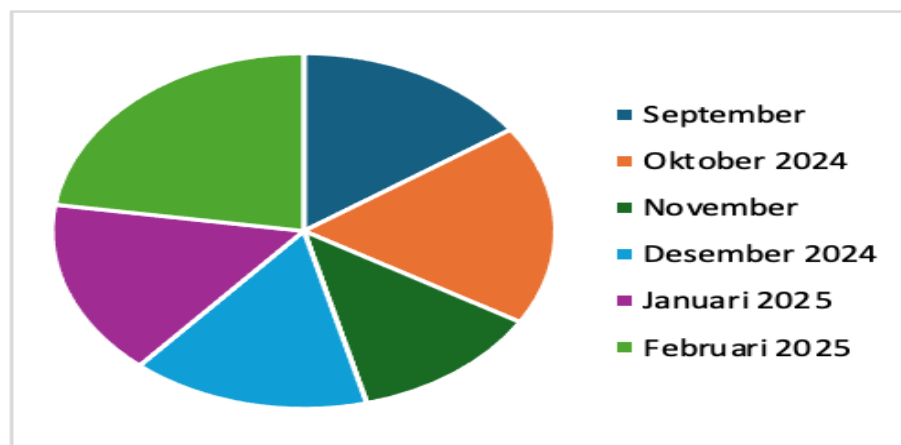


Figure 1. Content frequency

Entering December 2024, there was a decrease in the number of posts to 21, or 15%.

However, in January 2025, the number of posts increased slightly to 22, with a percentage of 16%. Furthermore, a more significant increase occurred in February 2025, with the number of posts reaching 31, or 23% of the total content over the last six months. Based on the results of the analysis conducted by the researcher, it can be seen that the highest number of posts uploaded by Taulebih was in February 2025, with 31 posts, or 23%.

Content Theme Categories

The biological physical category includes content that discusses biological aspects of humans, particularly those related to the body, reproductive organs, and biological processes. Based on the analysis results, researchers found that there were 36 pieces of content included in the biological physical category, accounting for 26% of the total content analyzed. This percentage is the highest theme percentage, which also shows that the discussion of biological aspects is one of the main focuses of the @taulebih.id account in educating its audience.

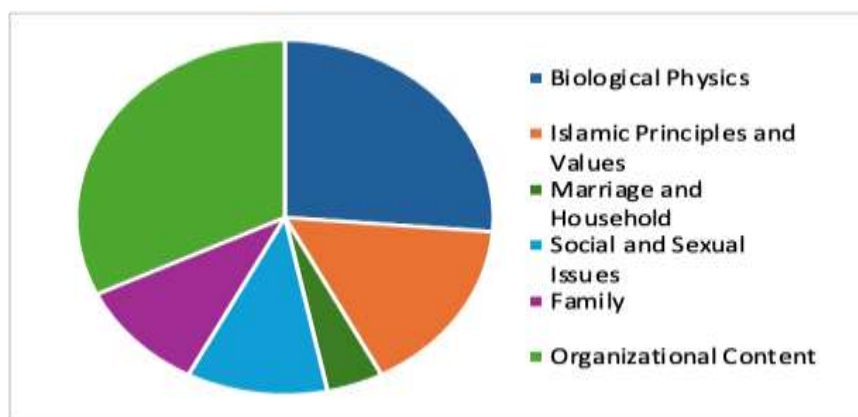


Figure 2. categorization of Islam-based sexual education

The category of Islamic principles and values includes content that highlights Islamic views and teachings in everyday life. Based on the analysis results, researchers found that there were 22 pieces of content included in the Islamic principles and values category, accounting for 16% of the total content analyzed. This percentage is the second highest theme percentage after the biological physical category, which also shows that discussions about Islamic principles and values are quite prominent in the @taulebih.id account as an effort to link sexual education with religious teachings.

The marriage and household category includes content that discusses readiness for marriage and married life. Based on the analysis results, the researcher found that there were 6 pieces of content included in the marriage and household category, accounting for 4% of the total content analyzed. This percentage is the lowest compared to other categories, so it can be said that the topic of marriage and household is not a priority for the @taulebih.id account in delivering Islamic-based sex education.

The family category includes content that discusses the role of the family in providing sexual understanding and education, including the importance of communication between parents and children in forming a healthy understanding of sexual education. Based on the analysis results, researchers found that there were 15 pieces of content included in the family category, accounting for 10% of the total content analyzed. This percentage shows that the role of the family is considered quite significant in the process of sex education, even though the number is not dominant compared to other categories.

The social and sexual issues category includes content that highlights cases of sexual violence and abuse, pornography, and the prevention or handling of sexual violence. Based on the analysis results, 15 pieces of content were found to fall into the social and sexual issues category, accounting for 11% of the total content analyzed. This percentage indicates that social and sexual issues are an important part of education because they open up public discussion on issues that are often considered taboo and encourage the public to be more critical and concerned about these issues.

The organizational content category includes posts related to internal and external activities @taulebih.id, such as class information, volunteer recruitment posters, activity documentation, and monthly recaps. The analysis found that 44 pieces of content fell into this category, accounting for 32% of the total content. This is the most dominant category compared to other categories. However, it should be noted that organizational content is not included in the sexual education category, which is the main focus of this study.

Content Theme Subcategories

1. Biological Physical

Table 2. Subcategories in biological physical

No	Subcategories	Total	Percentage
1.	Diseases and Health Disorders	17	47,2%

48



2.	Sexual Health	5	13,9%
3.	Menstruation and Menopause	5	13,9%
4.	Pregnancy and Breastfeeding	5	13,9%
5.	Personal Hygiene	3	8,3%
6.	Anatomy	1	2,8%

In this study, the biological physical category includes seven subcategories consisting of sexual health, anatomy, menstruation and menopause, personal hygiene, diseases and health disorders, as well as pregnancy and breastfeeding. The subcategory with the most posts in the biological physical category is diseases and health disorders, with 17 posts or 47.2% of the total biological physical content during the six months. In second place was the subcategory of sexual health, menstruation and menopause, and pregnancy and breastfeeding, which together accounted for five posts or 13.9%. Next was the subcategory of personal hygiene with a total of three posts or 8.3%, followed by the subcategory with the lowest number of posts, namely anatomy with one post or 2.8%.

2. Islamic Principles and Values

Table 3. Subcategories in Islamic principles and values

No	Subcategories	Total	Percentage
1.	Manners and Morals (akhlak)	10	45,5%
2.	Islamic Perspectives on Social Issues	6	27,3%
3.	Fiqh of Life	6	27,3%

In this study, the subcategory of Islamic principles and values is divided into three topics consisting of manners and morals, Islamic views on social issues, and fiqh of life. The topic with the most posts in this subcategory is manners and morals, with 10 posts or 45.5%. In second place are Islamic perspectives on social issues, and fiqh of life, each with six posts or 27.3%. Interestingly, the Islamic principles and values category shows a fairly high pattern of audience interaction on each post, exceeding 1,000 likes except for one piece of content. This shows that Islamic principles and values content has a large following among @taulebih.id followers.



3. Marriage and Household

Table 4. Subcategories in marriage and household

No	Subcategories	Total	Percentage
1.	Readiness for Marriage	3	50%
2.	Marriage Problems	3	50%

In this study, the category of marriage and household covers two subcategories, namely readiness for marriage and marital problems. Each subcategory consists of three posts with a percentage of 50%. Some of the topics raised in readiness for marriage include financial maturity, emotional maturity, and early marriage. Meanwhile, the subcategory of marriage problems raises issues of domestic conflict, such as divorce, domestic violence, and emotional conflict in relationships.

4. Family

Table 5. Subcategories in family

No	Subcategories	Total	Percentage
1.	Parenting	11	78.6%
2.	Parent-child relationship	3	21.4%

In this study, the family category includes two subcategories consisting of parenting patterns and parent-child relationships. Topics that emerge in this category generally emphasize the importance of the role of parents in providing appropriate guidance, building positive habits from an early age, and creating a safe family environment for every family member, especially children. The subcategory with the most posts in this category is parenting, with 11 posts or 78.6% of the total family content during the six months. Meanwhile, the parent-child relationship subcategory includes three posts or 21.4%.

5. Social and Sexual Issues

Table 6. Subcategories in social and sexual issues

No	Subcategories	Total	Percentage
1.	Information on Sexual Violence	8	53.3%



2.	Deviant Social and Sexual Behavior	7	46.7%
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In this study, the social and sexual issues category includes two subcategories, namely deviant social and sexual behavior and information on sexual violence. The subcategory with the most posts is information on sexual violence, with 8 posts or 53.3%. Meanwhile, the social and sexual behavior subcategory ranked second with 7 posts or 46.7%. The difference in the number of posts between these two subcategories is only one piece of content, so it can be said that both have a relatively balanced share and are equally important focuses in the social and sexual issues category.

DISCUSSION

Subcategories in Biological Physics

The peak of posts in the disease and health disorders subcategory occurred in October 2024 with 6 pieces of content, most of which discussed breast cancer in both women and men. The high frequency of these posts was in line with Breast Cancer Awareness Month, which is celebrated every year in October. In connection with this momentum, several Taulebih posts ended with a pop-up class poster titled "Getting to Know Breast Cancer Better," which was held online on October 26, 2024. This strategy shows that Taulebih not only took advantage of the global health campaign to raise awareness, but also invited the audience to participate in further educational activities in the form of online classes.

The inclusion of breast cancer in Taulebih's content is highly relevant to the health conditions of the Indonesian people. Data shows that the incidence of breast cancer in Indonesia has continued to increase since 2012 and 2018, and is expected to continue to rise until 2040 (Akil et al., 2024). According to the Jakarta Health Office, data from the Global Cancer Observatory (Globocan) 2020 shows that the number of new breast cancer cases reached 68,858 cases, or around 16.6% of the total 396,914 new cancer cases in Indonesia. This figure makes breast cancer one of the most prevalent types of cancer in the country. By participating in this global campaign, Taulebih not only presents content that is relevant to its audience, but also positions itself as an educational media outlet that is responsive to health issues that are currently being widely discussed. Ruslan (in Chandra, 2014) argues that campaigns aim to build audience awareness and knowledge, attract their attention, and shape positive perceptions or opinions about activities carried out by an institution or organization.





Figure 3. "Breast self-check" content

One of the most engaging pieces of content related to breast cancer was uploaded on October 15, 2024, in the form of a carousel. The material was presented through text and supporting illustrations that discussed the steps for detecting breast cancer. The caption also included data on breast cancer cases and prevention, namely by performing SADARI (Breast Self-Examination). This content received a total of 8,690 likes, 11 comments, and 1,721 shares.

Julia M Albert et al. (in Sampurno et al., 2020) mention that social media is part of mass media communication that plays an important role in various health promotion strategies with the aim of changing health risk behaviors. These strategies include the use of interactive dialogue through posts, videos, webinars, and various other online activities to reach and build optimal audience engagement. Furthermore, research conducted by Rahmadini & Ernawaty (2024) reveals that social media has been proven effective in increasing awareness, knowledge, and positive behavior related to reproductive health among adolescents.

Furthermore, the personal hygiene subcategory only included three pieces of content during the research period, but all three received a relatively high level of interaction compared to other subcategories. The personal hygiene subcategory only included three pieces of content during the research period, but all three received relatively high levels of interaction compared to other subcategories. These three pieces of content discussed the dangers of not drying the genital area after urinating, how to clean the penis after urinating, and how to shave the pubic area. These three pieces of content not only received a high number of likes, but also a large number of shares because the audience tended to want to share this information with others whom they considered to be in need. According to Wijaya & Erdiansyah (2023), content that raises issues relevant to the audience's daily lives can evoke a sense of relatability and encourage greater interaction. In addition, content characteristics that are relevant to daily needs make the audience more

interested in responding.

Subcategories in Islamic Principles and Values

In everyday life, manners and morals serve as a moral foundation that guides how a person behaves. According to Ruslan et al. (2024), Islam views character education as moral education that is theoretically based on the Quran and practically refers to the personality of the Prophet Muhammad SAW. With a more dominant amount of content on manners and morals, it can be interpreted that Taulebih views this theme as more important than the other two themes.

In the subcategory of Islam's view on social issues, the content presented is often based on issues that are currently being widely discussed. The engagement obtained by this category is relatively higher when compared to other subcategories, as seen from the number of likes that consistently exceeded 2,000 except for one piece of content. One of the pieces of content with the highest engagement discussed how Muslims should behave towards the LGBTQ+ community. This content received a total of 9,279 likes, 84 comments, and 671 shares. The high interaction rate indicates the audience's interest in content themed around sexuality as examined from an Islamic perspective. According to Sakti & Deslia (2024), the relevance of content is reflected in the high engagement in the form of likes, comments, and shares. This shows that @taulebih.id understands what its followers are looking for and like.

Subcategories in Marriage and Household

The categories of marriage and household appear in the content of the @taulebih.id account because they are in line with the needs of its target audience, which is generally in the late teenage to young adult age range. At this stage, individuals begin to face a transition period towards family life. From an Islamic perspective, marriage is also a form of worship as well as a means of maintaining one's honor and that of one's descendants. Marriage has many benefits, including perfecting worship, building a peaceful life, bringing inner peace, ensuring the continuity of descendants, and protecting oneself from sin and immorality (Malisi, 2022).

The relatively small number of content indicates that the topic of marriage and household is not yet a major focus compared to other subcategories. However, this category remains an important part of Islamic-based sex education because Islamic sex education not only aims to prevent adultery, but also provides awareness and maturity in marital relationships (Wahab, 2020). Interestingly, four of the six pieces of content were uploaded in February as part of Taulebih's strategy to attract audiences to the Know-How Class program themed "Love, Equality,



and Harmony” and the “Planning Finances Before Marriage” workshop to be held in mid-February 2025.

Subcategories in Family

The theme of family in sex education also influences the development of a harmonious family (Yozia et al., 2024). This confirms that sex education is also linked to family dynamics and relationships between family members. Furthermore, Yozia et al. (2024) explain that family harmony is also supported by several other factors, such as the home environment, the presence of children from marriage, and economic conditions.

Although the average engagement with content in this subcategory is in the range of hundreds of likes, the number of posts is higher than in the marriage and household subcategories. This condition indicates that Taulebih views family themes as urgent issues to be discussed. By discussing topics such as parenting and parent-child relationships, Taulebih places the family as an important factor in healthy sex education.

Content in the parenting subcategory emphasizes how parents convey sex education to their children. The main characteristic of this subcategory is the emphasis on the role of parents as the main mediators in providing understanding of sexual issues from an early age. Therefore, the content presented here is more aimed at parents as educators of their children. This is in line with Desriani's (2020) opinion that parents have a very large role in educating children, especially in providing sex education.

Subcategories in Social and Sexual Issues.

In the subcategory of deviant social and sexual behavior, there is content titled “Behind Sexual Jokes That Are Supposed to Be Jokes” which was uploaded on December 21, 2024 in the form of a carousel. This content raises the issue of sexual jokes that were widely discussed due to the circulation of a video clip of a preacher harassing his female audience. Through this content, Taulebih educates its audience on the definition of sexual jokes, why this issue is prevalent, and encourages them to stop making sexual jokes. This content received a total of 14,000 likes, 122 comments, and 1,339 shares. These figures are also the highest number of likes and shares in the social and sexual issues category.

This strategy aligns with the nature of social media algorithms, particularly Instagram, which provides a platform for content with high interaction rates from the moment it is uploaded, enabling it to reach a wider audience. The Instagram algorithm itself is influenced by three main



pillars, namely user relationships, interests, and timeliness of uploads, which can make content trend more quickly (Farid & Farhah, 2021).

In addition to algorithms, the above content also utilizes the momentum of viral issues to increase the potential for wider dissemination of messages. The approach of utilizing potentially viral content has been proven to encourage increased audience engagement while expanding the reach of messages, especially on social media platforms such as Instagram (Nur et al., 2025). Furthermore, Nur et al.'s research also shows that viral phenomena have a significant impact on audience engagement on the Harian Disway Instagram account.

Furthermore, the subcategory of sexual violence information contains content related to prevention, handling, and news about sexual violence. As social media develops, more and more victims are brave enough to share their experiences openly. This shows that the negative stigma surrounding victims of violence and abuse is beginning to diminish and victims feel they have found support in online communities. As reported on the Binus University website, the stigma surrounding sexual violence has greatly diminished among Gen Z, making them feel more comfortable to speak up and seek justice through digital platforms.

The findings of this study offer several practical implications. First, digital educators and health communicators can increase audience receptivity by framing sexual education messages within Islamic values, as these posts consistently achieved higher engagement. Second, the dominance of organizational content suggests that audiences also seek community-oriented updates; therefore, balancing educational and organizational messages is essential to maintain credibility and interest. Third, while engagement metrics indicate popularity, future interventions should measure actual knowledge retention and behavioral changes to assess educational effectiveness. Finally, policymakers and religious leaders may consider collaborating with digital platforms like @taulebih.id to develop standardized, faith-sensitive sexual education materials that resonate with young audiences.

CONCLUSION

Based on the analysis, it can be concluded that during the period from September 1, 2024, to February 28, 2025, the Instagram account @taulebih.id published 137 posts categorized into five themes of Islamic-based sexual education: Physical Biological (26%), Islamic Principles and Values (16%), Social and Sexual Issues (11%), Family (10%), and Marriage and Household (4%). The *Physical Biological* category was the most dominant, indicating that the account's main focus lies in delivering information related to biological aspects, particularly within the subcategory of



diseases and health disorders. Furthermore, the *Islamic Principles and Values* category consistently received more than 1,000 likes per post, suggesting strong audience interest in topics that combine sexual education with Islamic values. In addition, the findings of this study indicate that the variation in content proportion and audience engagement across categories may reflect the priorities and content strategies of @taulebih.id. The Marriage and Household theme had the smallest proportion, which may be due to this topic not being considered a primary urgency during the research period. In contrast, Family category received a relatively higher number of posts despite its average engagement remaining in the range of hundreds of likes, suggesting that the account considers this theme important to address. Meanwhile, the Social and Sexual Issues category tended to achieve higher interaction levels, as it frequently featured topics aligned with current events or trending news, potentially expanding reach and enhancing audience engagement.

FUTURE DIRECTIONS

This study is limited to one Instagram account, a six-month observation period, and a quantitative content analysis approach, which does not capture the audience's deeper perceptions or behavioral responses. Future research could extend the scope by including multiple accounts, longer observation periods, and mixed-method approaches to provide a more comprehensive understanding of the effectiveness of Islamic-based sexual education on social media.

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