

ROLE OF RELIGIOUS AFFAIRS OFFICE OF RANTAU UTARA DISTRICT IN DISSEMINATION OF LAW NUMBER 16 OF 2019 CONCERNING EARLY MARRIAGE

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Abstract:

This study aims to find out the role of Public Relations (PR) of the Office of Religious Affairs (KUA) of Rantau Utara District in socializing the law on early marriage. As a theoretical basis in analyzing the problems in this qualitative research, theories about public relations and public relations communication management are used, so that researchers are required to obtain data and information by conducting in-depth interviews and observations. This research uses a qualitative approach that is descriptive. The informant in the research was Mr. Muhammad Ikhwan Lubis who served as chairman of the Office of Religious Affairs in Rantau Utara District. The data collection technique used by the researcher was to conduct interviews, observation and documentation, using a phenomenological study approach, in which the researcher tried to find the meaning of the phenomenon of the role of public relations in socializing the law on early marriage at the KUA of Rantau Utara District. The data analysis used by the researcher is descriptive analysis, which summarizes all the data that has been collected from the interviews. The results of this study indicate that in socializing the law on early marriage, the Public Relations Office of the North Rantau Sub-District conducted special training for young people, and socialization as well as direct counseling to educate the public in North Rantau District.

Keywords: *Public Relations Role, Office of Religious Affairs, Law, Early Marriage*

Introduction

Early marriage in Indonesia is very massive, for example in North Sumatra, Labuhanbatu District, Rantau Utara District. This often occurs due to various factors, namely promiscuity factors, social factors, economic factors, factors of lack of education and low understanding. Many parents from underprivileged families think that marrying their children will reduce the family's economic burden, and make it possible to help the family's economy without thinking about the negative impacts that occur, even though a child is still a minor.

According to the Marriage Law Number 16 of 2019 in article 7 paragraph 1, an amendment to Law Number 1 of 1974 stipulates that marriage is only permitted if the man and woman are at the age of 19. Marriages carried out before the age of 19, both men and women, are underage marriages or early marriages. The role of the Public Relations Office of Religious Affairs in disseminating Law no. 16 of 2019, namely preventing early marriage, namely to educate the public, especially young people and socialize Law No. 16 of 2019 concerning marriage by providing guidance through KUA Public Relations regarding marriage to increase understanding and awareness to the public regarding the marriage law¹.

Functions and Duties of KUA Public Relations according to Religious Council Regulation No. 34 of 2016 concerning the Work Procedure of the KUA is very strategic as a forum for preventing early marriages, because Public Relations directly conducts outreach and services to the community such as organizing Islamic religious holidays, sakinah family guidance, fostering and socializing good relations with the clergy. In carrying out this task². The purpose of these functions and tasks is that KUA Public Relations must further mature itself and add capabilities. Therefore, Public Relations of the KUA Rantau Utara Sub-District plays a major role in providing understanding to the public about Law no. 16 of 2019 specifically in reducing the number of early marriages in Rantau Utara District.

In this research, we discuss what efforts have been made by the Public Relations Office of the North Rantau District in preventing the increase in underage marriages, so as to reduce the number of early marriages in the North Rantau district. So that it can be concluded how far the effectiveness of the role of the Public Relations Office of the North Rantau District in socializing Law no. 16 of 2019 to reduce the number of early marriages that occur. Based on the description above, the author found a very important problem for research, namely the Role of Public Relations of the Office of Religious Affairs in Socializing Law Number 16 of 2019 Concerning Early Marriage.

Literature review plays an important role in every scientific paper writing, because the literature review in research serves to create a research focus. Therefore, the literature review must contain the theories of each subject to be

¹ Erviana, Alieffa Nanda. "Undang-Undang No 16 Tahun 2019 Tentang Perkawinan Dalam Tinjauan Hukum Islam (Perkawinan Anak Usia Dini)." (2021).

² Fariz, Muhammad Rifqi. *Peran Kantor Urusan Agama (Kua) Mengurangi Pernikahan Dini (Implementasi Uu No. 16 Tahun 2019 Di Desa Cicadas Kecamatan Gunung Putri)*. BS thesis. Fakultas Syariah dan Hukum Universitas Islam Negeri Syarif Hidayatullah Jakarta.

studied. The literature review in this study will contain the theory of cohesion, public relations, media, and journalism³.

Definition and Role of Public Relations

There are many definitions of public relations. Public relations are often referred to as *Public Relations* (PR). Public Relations is a management function that has the function of maintaining and maintaining useful and good relationships between companies or organizations and the community or the *public*. Because it is very influential to determine the success and failure of an organization or company⁴.

or *Public Relations* (PR), namely all efforts made by management in a planned manner that aims to create good value for the organization or company and maintain good relations between the company and other companies and the relationship between the organization or company and the community or the *public*, because the community is an important marketing target. will be used as customers for companies to gain profit and success⁵.

Public relations is management whose job is to act as a medium or intermediary in conveying policies created by an organization or company, such as ideas, information, and company procedures on the basis of public interest, so that the company benefits from company policies conveyed by a *public relations officer* (PR). The policy will also create mutual benefits between the company and the community⁶.

In essence, the main goal of public relations is the same, namely to assist corporate organizations in obtaining profits so that the programs and policies that have been formed by the company can gain success. Institutions such as the Office of Religious Affairs (KUA) are also one of the state agencies that need a PR as an intermediary to convey or socialize KUA program policies such as Law no. 16 of 2019 concerning early marriage so that the message is conveyed properly and the public can understand well and accept well the rules of the law conveyed by the institution.

Public Relations Communication Management

In conveying messages from institutions or companies, a PR must be able to master good communication management so that the messages conveyed can be understood and well received by the community or the public. Communication management of a PR for the company can be considered as the key to the strategy, due to the fact that its role in the selection of messages is closely related to the achievement of company goals, from various perspectives⁷. The selected message will then be conveyed to interested parties, namely the public. A PR acts as a

³ Hermawan, Iwan. *Teknik menulis karya ilmiah berbasis aplikasi dan metodologi*. Hidayatul Quran, 2019.

⁴ Grunig, Larissa A. "Power in the public relations department." *Public relations research annual*. Routledge, 2020. 115-156.

⁵ Silviani, Irene. *Public Relations sebagai Solusi Komunikasi Krisis*. Scopindo Media Pustaka, 2020.

⁶ Ainunnisa, Elnira. *Optimalisasi Strategi Media Relations Humas Pemkot Bogor Dalam Menciptakan Kepuasan Publik*. Diss. Fisip Unpas, 2022.

⁷ Sahputra, Dedi. "Manajemen komunikasi suatu pendekatan komunikasi." *Jurnal Simbolika: Research and Learning in Communication Study (E-Journal)* 6.2 (2020): 152-162.

communicator for the institution and as a specialist in mastering the characteristics of the community in the target area of the message. This makes a PR must be prepared to handle complex communication actions⁸.

According to Barker and Liebler that public relations communication management is a process that is carried out systematically between PR members within the company to carry out various management functions in order to be able to complete the job as a good messenger with the process of understanding and mastering the message to be conveyed by PR, the overall task carried out in every PR and for each member of the Institution, namely to be able to achieve common goals⁹. According to George R. Terry that Management is the achievement of predetermined company goals by using the help of others¹⁰. Parag Diwan said that communication management is the process of utilizing various communication resources with the process of implementing, planning and controlling communication elements to achieve goals that have been set together¹¹.

Research Method

This type of qualitative research is the type of research that the author uses, namely by applying a descriptive analysis method to his research activities, which requires researchers to use data aggregation techniques through interviews, observation and documentation with informants, namely the head of the KUA in Rantau Utara District, Labuhanbatu Regency . In the research, the authors used a phenomenological study approach, in which the researcher tried to find the meaning of the phenomenon of the role of the KUA humus in socializing the law on early marriage.

The function of implementing these things is to get complete results and data to improve the quality of research. Generally, the purpose of qualitative research is to be able to understand what phenomena occur in humans as social beings with their environment and to obtain complex and complete research results that can be presented using words obtained from informants or commonly referred to as resource persons.

In order for the researchers to conduct interviews, observation and documentation with the head of the KUA Rantau Utara District who became the informant, namely to obtain data, after that a descriptive data analysis would be carried out. The main function of conducting data analysis is to condense the very diverse data obtained from informants into empirical and concise data so that it is easily understood and understood by readers.

In this study, researchers have primary data and secondary data, the primary data is Mr. Muhammad Ikhwan Lubis who the researchers interviewed. The secondary data is from books and journals related to research. In the research, the authors will use techniques to maintain the validity of triangulation data, namely the activity of checking data that has been obtained from various

⁸ Simamora, Prietsaweny Riris T. *Komunikasi Organisasi*. Yayasan Kita Menulis, 2021.

⁹ Riinawati, Riinawati. "Pengantar Teori Manajemen Komunikasi dan Organisasi." (2021).

¹⁰ Terry, George R. *Dasar-Dasar Manajemen Edisi Revisi*. Bumi Aksara, 2021.

¹¹ Hainun, Pratiwi. *Humas Dalam Pengelolaan Media Komunikasi (Aktivitas Humas Kantor Wilayah Direktorat Jendral Pajak Jawa Tengah I Dalam Pengelolaan Media Sosial Sebagai Media Komunikasi Perusahaan*. Diss. Faculty of Social and Political Sciences, 2019.

informants in various ways, 3 types of triangulation checks, namely source triangulation, data collection technique triangulation, and time triangulation¹².

Results and Discussion

One of the duties of the Ministry of Religion at that time was to ensure the implementation of Law Number 16 of 2019 concerning underage marriages. The Ministry of Religion's duty, as stated in the law above, is to only supervise and ensure that early marriage does not occur, in this case according to the law on marriage under the age of 19. Including how to provide counseling and socialize the laws and regulations that apply in the country. In other words, the ministry of religion (Ministry of Religion) has a direct duty to maintain and provide solutions to the lack of public knowledge about these regulations. The solutions provided by the ministry of religion have all been recorded in the law, the task of the ministry of religion is only to provide a deeper understanding to the public through the Office of Religious Affairs in their respective regions¹³.

As an institution designed to provide services, KUA has a very strategic role, functions and plays a strategic role in society. Now the frequency of services is getting wider and heavier, so it would not be wrong to say that the KUA is the district level Office of the Ministry of Religion which is an oasis from all Ministry activities. In addition to carrying out marriage registration and marriage guidance, the KUA also carries out tasks in the field of family guidance/guidance for *sakinah* or love, peace and hope, halal or halal products, partnerships, reckoning, mosques, zakat, endowments, social services, BMT guidance, religious counseling, and the guidance of pilgrims, not to mention the reckoning of various issues that have arisen recently related to issues of the Islamic religion such as the spread of controversy over veiled or *unregistered* marriages, polygamy, early marriage, and others¹⁴.

In dealing with problems related to early marriage this is the most frequent conflict in the West Panyabungan District. The Office of Religious Affairs in West Penyang Sub District based on empirical data, researchers found that there were several efforts made, including the socialization of terms and pillars of marriage. One of the causes of marital conflict is marriage that has not reached the age of marriage. This is based on the results of an interview with Muhammad Ihwan as the head of the KUA of Panyabungan Barat District as quoted below:

"One of the causes of the many marital conflicts that often occur in this sub-district is early marriage or marriages that have not reached maturity. We are here to continue to take steps and be active. socialization to provide an understanding of the conditions for marriage that are permitted by the state, including provisions regarding the minimum age limit and the minimum requirement for marriage in Indonesia is 19 years for men and women "

¹² Ramdhan, Muhammad. *Metode Penelitian*. Cipta Media Nusantara, 2021.

¹³ Masduqi, Fuad Hadziq. "Pembatasan Minimal Usia Perkawinan Menurut Undang-Undang Nomor 16 Tahun 2019 Perspektif Fikih." (2022).

¹⁴ Saputri, Annisa. *Strategi Penyuluh dalam Mengurangi Tingkat Perceraian di Kantor Urusan Agama Kecamatan Binamu Kabupaten Jeneponto*. Diss. Universitas Islam Negeri Alauddin Makassar, 2021.

Then the steps that can be taken in minimizing early marriage were expressed by the informants as follows:

"We have taken several steps to socialize Marriage Law No. 16 of 2019 to the community through various events such as providing marriage advice and attending regular local mosque recitations and we also provide explanations in public about the negative effects of early marriage and the importance of maintaining harmony in the household."

Geographical conditions and a lack of human resources were recognized as factors causing the socialization of the Marriage Law Number 16 of 2019 to be much slower than expected. However, this does not dampen the enthusiasm of KUA employees to continue their efforts to suppress conflicts in early marriages which often lead to divorce.

The Office of Religious Affairs in its efforts to carry out its role is not only bound by government regulations, namely the Decree of the Minister of Religion of the Republic of Indonesia No. 517 of 2001 in article 3. However, in practice the KUA has various important agendas in dealing with diversity, service quality, dynamics, and a conducive society . With this guidance and advice given by the KUA (Penghulu), it is hoped that every underage marriage conflict will not end in an unwanted divorce¹⁵.

The contents of Law No. 16 of 2019 are as follows:

1. Marriage is only permitted if a man and a woman have reached the age of 19.
2. In the event of a deviation from the age requirement as referred to in paragraph 1, the male or female parents may request dispensation from the Court with urgent reasons accompanied by sufficient supporting evidence.
3. The court granting dispensation as referred to in paragraph 2 must listen to the opinions of both parties of the bride and groom who are going to get married.
4. The provisions regarding the condition of one or both parents of the prospective bride and groom as referred to in Article 6 paragraph 3 and paragraph 4 also apply to the provisions regarding the request for dispensation as referred to in paragraph 2 without prejudice to the provisions referred to in Article 6 paragraph 6

These four points became material for the socialization of KUA Pengabungan Barat to the surrounding community. Very often in these socialization activities, many people are found who have married at an early age. This is often due to people's perception of women who do not need to think about education which forces women in these areas to marry at an early age. If this has happened, the KUA Pengabungan Barat will inform the family about solutions that can be proposed to deal with this problem. The solution is to submit a dispensation to the court so that the marriage is declared valid even though it does not meet the requirements listed in Law number 16 of 2019.

¹⁵ Yuniarti, Yuniarti. *Efektifitas pelaksanaan program pusat layanan keluarga sakinah dalam memberikan bimbingan pra nikah bagi calon pengantin di KUA Labuapi Kabupaten Lombok Barat*. Diss. UIN Mataram, 2019.

This was conveyed directly by informant Muhammad Ihwan in an interview with researchers as follows:

"for people who want to get married even though they are not up to a minimum of 19 years old can apply for a dispensation to the religious court, by bringing sufficient evidence so that the 19 year minimum age requirement for marriage waives against them. This is what we are socializing to the West Panyabungan community."

The conditions that must be fulfilled in filing a marriage dispensation application at the Religious Court are as follows¹⁶:

1. Application letter.
2. Photocopy of parents' KTP.
3. Photocopy of the Applicant's Family Card.
4. Copy of identity card of the prospective husband/wife.
5. Photocopy of the child's last educational diploma and/or a certificate of still going to school from the child's school.
6. Photocopy of Rejection Letter from the District Office of Religious Affairs.
7. Paying the down payment fee, an applicant who is unable to afford can apply for a marriage dispensation for free (prodeo).

In socializing Law Number 16 of 2019, KUA Pengabungan Barat also experienced several obstacles in the process. Obstacles that occur from the results of the researchers' observations are as follows¹⁷:

1. The Community is Reluctant to Complete the Requirements

Often the occurrence of early marriage makes parents overwhelmed in managing existing files. What's more, the lack of understanding by parents of what files must be prepared is the main factor for parents to be lazy to take care of files. In the West Panyabungan Sub-District there are often cases of early marriage and in fact, some residents who do early marriage do not fulfill these requirements. Society does not seem to care about existing regulations regarding early marriage. This was conveyed by informant Muhammad Ihwan as follows:

"The people here feel that this regulation (UU number 16 of 2019) is not important. Every time we do socialization at homes visiting residents who have done early marriages they just say yes we will prepare the files later but until now the files have never been prepared."

2. Penyabungan

community, the majority of whom work as farmers. Thus, parents do not have special time to supervise their children, making children spend more time with their friends. Not infrequently they fall into association that exceeds the limit. This is caused by a lack of knowledge, plus for those who have not attended school education. As a result, they can't tell the difference between good and bad. Low education, bad behavior also has a bad impact. very often children who marry under age because they have intercourse. If this is the case, the woman's family will demand accountability because the neighbors have embarrassed her.

3. Culture

¹⁶ Hidayatulloh, Haris, and Miftakhul Janah. "Dispensasi Nikah di Bawah Umur dalam Hukum Islam." *Jurnal Hukum Keluarga Islam* 5.1 (2020): 34-61.

¹⁷ Sitorus, Iwan Romadhan. "Usia Perkawinan dalam UU No 16 Tahun 2019 Perspektif Masalah Mursalah." *Nuansa: Jurnal Studi Islam dan Kemasyarakatan* 13.2 (2020): 190-199.

As previously explained, the people of West Panyabungan do not place too much importance on education for girls. If the daughter is good at taking care of the house and the friend has a boyfriend, then the family will immediately marry the two of them so that unwanted things don't happen. It's the same for men, but boys in West Panyabungan seem to have special demands to go to school up to SMA/SMK level. After completing school education and being able to work, it doesn't take long for the child to be married off. A culture like this that has been ingrained in people's understanding has an impact on the greater potential for early marriage.

4. Costs and Distance

Relating to the bride and groom getting married but not yet reaching a minimum age of 19 years in accordance with the provisions of the Act. Make residents reluctant to apply for a letter of dispensation to the religious court. In addition, the distance from the residents' homes to the religious court office is very far and there is no time for residents to process files, making them lazy. The relatively high price for the community is also a supporting factor for the community not wanting to apply for a letter of dispensation to the religious court.

Conclusion

Regarding the research above, the authors conclude that there are several factors that cause early marriage in North Rantau District, namely social factors, economic factors, lack of understanding and education and promiscuity factors. The role of KUA Public Relations in Rantau Utara District in minimizing cases of early marriage is that KUA Public Relations conducts recording and direct outreach to the community, especially young people. Public Relations of KUA Rantau Utara District has carried out its functions and duties very well, especially in outreach and outreach to the community, the community and young people also participate in coaching and socialization very well even though there are still limitations in facilities and infrastructure.

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