

# Determine the effectiveness of line media

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**DETERMINE THE EFFECTIVENESS OF LINE MEDIA IN INCREASING KNOWLEDGE AND ATTITUDES  
TOWARDS PREMARITAL SEX IN ADOLESCENTS IN THE CITY OF YOGYAKARTA**

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**ABSTRACT**

Many teenagers engage in sexual activity early and with several partners. The use of social media such as LINE, which is examined from several examples of studies in the field is believed to be effective for the promotion of adolescent sexual health. The study aims to determine the effectiveness of LINE media in increasing knowledge and attitudes toward premarital sex in adolescents in the city of Yogyakarta. The research used Randomized Controlled Trials (RCTs) with pre-post design studies. Samples of the research were all grade XI students of Muhammadiyah 5 and 3

Yogyakarta High Schools in 2018 who met the inclusion criteria were having smartphones that can be installed by LINE applications and were willing to become respondents. The social media used was Line @ application which provided automatic answer mode features about premarital sex on mobile. The data were analysed using t-test and linear regression.

<sup>1</sup> The results showed that there was a significant influence on the provision of health promotion through LINE automatic answer to increase knowledge and attitudes towards premarital sex in high school adolescents in the city of Yogyakarta.

Exposure to information is a factor that influences the attitudes and knowledge of adolescents toward premarital sex.

This social media has a great opportunity to become a means of learning and alternative reproductive health education for adolescents. Teenagers can learn anywhere and anytime without being limited by time and place.

Keywords: LINE, Knowledge, Attitude, Premarital Sex

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