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SOCIAL MEDIA EXPOSURE AND PREMARITAL SEXUAL BEHAVIOR AMONG ADOLESCENTS: A SYSTEMATIC LITERATURE REVIEW THROUGH THE HEALTH BELIEF MODEL

Elisa Kikita [1], Eko Winarti[2]
[1,2]Faculty of Public Health, University of Kadiri

Article info

Corresponding Author:

Elisa Kikita
kikita.elisa@gmail.com
Faculty of Public Health,
University of Kadiri

ABSTRACT

Premarital sexual behaviour among adolescents is a reproductive health issue influenced by individual, social, and environmental factors. This study aimed to analyse the relationship between social media exposure, the Health Belief Model (HBM), and adolescent premarital sexual behaviour. A systematic literature review was conducted using the PRISMA framework through Google Scholar, PubMed, ScienceDirect, and Semantic Scholar. The literature selection process resulted in 20 articles for in-depth synthesis based on predefined inclusion criteria and relevance assessment. The findings indicate that social media exposure is associated with adolescent sexual behaviour, although its influence varies depending on the type of information accessed and adolescents' knowledge. HBM components, including perceived susceptibility, perceived severity, perceived benefits, perceived barriers, self-efficacy, and cues to action, demonstrate varying associations with preventive behaviour. Knowledge, peer influence, and parental supervision also contribute to adolescent sexual behaviour. Integrating HBM-based education with digital literacy and reproductive health promotion may support more responsible sexual health behaviour among adolescents.

Keywords: *Premarital Sexual Behavior, Adolescents, Social Media, Health Belief Model, Reproductive Health*

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INTRODUCTION

One of the high-risk sexual behaviours that has become a growing concern is premarital sexual behaviour. This public health issue requires serious attention and a comprehensive approach to prevention and management. Risky sexual behaviour encompasses a broad spectrum of activities, ranging from holding hands, hugging, and kissing to more explicit sexual activities, such as petting, oral sex, anal sex, and premarital sexual intercourse (coitus). Such high-risk sexual behaviours have become a global public health concern. In South Korea, for example, research has examined how early exposure to pornography influences sexual behaviour among adolescents (Cho & Kim, 2023). In Australia, an increase in oral, vaginal, and anal sexual activities has also been reported among young people (Power et al.,

2023), while similar behaviours have become increasingly prevalent in Indonesia (Andalasari et al, 2025). In the long term, risky sexual behaviour may lead to various adverse consequences, including the transmission of sexually transmitted infections (STIs), HIV/AIDS, reproductive health complications, unintended pregnancies, unsafe or illegal abortions, and psychosocial problems (Purnama et al., 2020; Putro et al., 2022).

The rapid and widespread development of information technology has positioned social media and digital platforms as environmental factors that can influence and shape adolescents' sexual norms and behaviours. This is partly attributable to the ease of accessing various forms of sexual content freely, rapidly, and anonymously, without necessarily revealing one's real identity (Andalasari & Wartini, 2025; Ramadani et al., 2024). Beyond facilitating access to information, social media platforms are increasingly being used as communication channels with romantic partners for sexual purposes, including sexting (Power et al., 2023). Previous studies have demonstrated a significant association between the intensity of social media use, social media addiction, and duration of use and an increase in risky sexual behaviour among adolescents (Nasution et al., 2026).

Nevertheless, empirical studies indicate that the relationship between social media exposure and adolescent sexual behaviour is not always linear. A study conducted by Ariyanti and Semartini (2026) among students at a health vocational high school in Surakarta found that, although the majority of adolescents (61.3%) had high levels of digital media exposure, the proportion exhibiting risky sexual behaviour remained relatively low (3.4%). Statistical analysis revealed a significant association between digital media exposure and risky sexual behaviour ($p=0.01$). However, these findings suggest that social media exposure is not the sole or primary determinant of such behaviour (Andalasari & Wartini, 2025). This phenomenon indicates that although extensive social media exposure may increase adolescents' vulnerability to risky sexual behaviour, adequate reproductive health knowledge may help them develop greater awareness and understanding of the risks associated with sexual activity. Consequently, access to appropriate reproductive health information, when accompanied by sufficient knowledge and understanding, may serve as a protective factor in preventing adolescents from engaging in premarital sexual behaviour (Agustin et al., 2026; Andalasari et al., 2025).

METHOD

The literature search was conducted systematically in accordance with the PRISMA framework using major academic databases, including Google Scholar, PubMed, ScienceDirect, and Semantic Scholar. The search strategy covered six main thematic areas, encompassing the foundational theory of the Health Belief Model (HBM), alternative behavioural models, comparative research findings, digital media-based interventions, and sociodemographic and cultural moderating factors. A total of 977,121 initial records were identified using a combination of keywords and Boolean operators: *("Social Media" OR "Digital Media") AND ("Premarital Sex" OR "Adolescent Sexual Behaviour") AND "Health Belief Model."* Of these, 240 articles passed the initial screening based on title and abstract relevance. Following duplicate removal and full-text eligibility assessment, 117 unique articles remained. Ultimately, 20 articles were selected for in-depth synthesis based on the inclusion criteria and qualitative relevance ranking.

RESULT AND DISCUSSION

Finding

Premarital sexual behaviour among adolescents is a complex, multifactorial reproductive health issue. It is influenced by various interactions between internal and external factors (Andayani et al., 2025; Putro et al., 2022). At the individual level, psychological and cognitive factors play important roles, including knowledge, attitudes, self-efficacy, and individual perceptions of risk susceptibility, perceived threats, the benefits of preventive actions, and the extent of perceived barriers (Agustin et al., 2026; Ramadani et al., 2024). Meanwhile, the environmental ecosystem also shapes behavioural tendencies through the intensity of social media exposure, peer pressure and influence, parenting styles and parental supervision, as well as sociodemographic backgrounds (Ariyanti, 2026; Mutaqin & Ediyono, 2024). Based on these findings, this systematic literature review categorizes the evidence into three main themes: the impact of social media exposure on premarital sexual activity, the relationship between Health Belief Model (HBM) constructs and adolescents' sexual behaviour, and the contribution of personal and environmental factors in predicting risky sexual behaviour (Mutaqin & Ediyono, 2024; Ramadani et al., 2024).

The first major finding indicates that social media is associated with premarital sexual behaviour among adolescents, although the reported effects are not always consistent. Idris et al. (2023) identified a significant relationship between the role of social media and premarital sexual behaviour among adolescents in Banggai et al ($p=0.024$). Similar findings were reported by Winarti et al (2019), who found a significant association between Instagram exposure and risky sexual behaviour among adolescents at SMA Negeri 5 Samarinda ($p=0.027$; OR=5.278). These findings suggest that social media exposure may be associated with an increased tendency toward risky sexual behaviour among adolescents. However, Titisari et al. (2021) found that the use of social media as a source of reproductive health information did not have a direct preventive effect on premarital sexual behaviour. Furthermore, 58.85% of respondents reportedly rarely accessed reproductive health information through social media. These differing findings indicate that the relationship between social media and adolescent sexual behaviour is not determined solely by the intensity of social media use, but is also associated with the type of information accessed and how adolescents utilize that information.

Regarding the components of the Health Belief Model, which include perceived susceptibility, perceived severity, perceived benefits, perceived barriers, perceived self-efficacy, and cues to action, Santoso et al (2024) found that perceived severity ($p=0.005$) and perceived barriers ($p=0.006$) were significantly associated with premarital sexual behaviour among adolescents. In contrast, perceived susceptibility ($p=1.000$), perceived benefits ($p=1.000$), perceived self-efficacy ($p=0.050$), and cues to action ($p=1.000$) did not demonstrate statistically significant associations according to the study's criteria. Differing findings were reported by Kustin et al (2024), who found that perceived susceptibility, perceived severity, perceived benefits, and cues to action were significantly associated with efforts to prevent risky sexual behaviour among adolescents. Furthermore, Fatimah and Effendi (2026), through a literature review, identified associations between all six core HBM components and premarital sexual behaviour among adolescents. These findings indicate that

individual beliefs and perceptions regarding reproductive health risks are important aspects in understanding adolescent sexual behaviour.

The synthesis of other studies indicates that knowledge, attitudes, individual characteristics, and environmental influences also contribute to premarital sexual behaviour. Tarihoran et al. (2025) found that knowledge (p=0.019), attitudes (p=0.031), and gender (p=0.021) were significantly associated with risky sexual behaviour among adolescents. Knowledge was identified as the most dominant factor in that study. Furthermore, Tungka et al. (2022), through a systematic literature review, identified several risk factors associated with premarital sexual behaviour, including insufficient sexual and reproductive health knowledge, adolescent perceptions, parental supervision, peer influence, and limited access to information regarding health services and sexual education. Meanwhile, Titisari et al. (2021) found that employment status, gender, age, and dating experience were associated with premarital sexual behaviour among adolescents in Bali.

The fourth finding concerns adolescents' perceptions and the application of the HBM approach in preventing risky sexual behaviour. Andayani et al. (2025) found that negative perceptions were most prevalent in the domains of perceived susceptibility (95.3%) and perceived barriers (82.8%). Conversely, positive perceptions were identified in perceived severity (89.1%), perceived benefits (65.6%), perceived self-efficacy (64.1%), and cues to action (71.9%). In addition, Hastuti and Fauziah (2021) demonstrated a shift toward healthier sexual behaviour among adolescents following the implementation of the HBM approach, with a statistically significant result (p=0.002). Overall, these findings suggest that the HBM can serve as a framework for understanding adolescents' perceptions of sexual behavioural risks and supporting the development of preventive strategies to reduce premarital sexual behavior.

No	Tittle	**Researcher**	**Year**	**Design of research**	**Population & Sample**	**Sampling Technique**	**Result**
1.	The Relationship Between the Role of Social Media and Premarital Sexual Behavior Among Adolescents in Villages in Banggai Laut Regency, Central Sulawesi Province	Fairus Prihatin Idris, Abdul Gafur, Andi Asrina, Mira M. Radjung	2023	Analytical quantitative research with a cross-sectional approach.	The population consisted of 221 adolescents in Tinakin Laut Village, with a sample of 140 adolescents.	Simple Random Sampling	There was a significant relationship between the role of social media and premarital sexual behavior among adolescents (p=0.024). Most respondents reported a moderate level of social media influence (88.4%).

No	Tittle	Researcher	Year	Design of research	Population & Sample	Sampling Technique	Result
2.	An Overview of Adolescents' Perceptions of the Adolescent Reproductive Health Triad Based on the Health Belief Model Theory	Tjokorda Istri Rai Oktalia Andayani, Ni Made Dwi Purnamayanti, Ni Komang Yuni Rahyani	2025	Descriptive observational research with a cross-sectional approach.	The population consisted of 438 students at SMAN 1 Kuta, with a sample of 64 eleventh-grade students.	Proportional random sampling.	Negative perceptions were found in the aspects of perceived susceptibility (95.3%) and perceived barriers (82.8%). Positive perceptions were found in perceived severity (89.1%), perceived benefits (65.6%), self-efficacy (64.1%), and cues to action (71.9%).
3.	The Health Belief Model as an Effort to Prevent Risky Sexual Behavior Among Adolescents	Kustin and Yuni Handayani	2024	Analytical quantitative research with a cross-sectional design.	The population consisted of 395 students at SMK dr. Soebandi Jember, with a sample of 100 respondents.	Simple random sampling.	Perceived susceptibility, perceived severity, cues to action, and perceived benefits had significant effects on efforts to prevent risky sexual behavior (p=0.000). Perceived barriers did not show a significant relationship (p=0.698, according to the Indonesian-language abstract
4.	The Relationship Between Instagram Exposure and Risky Sexual Behavior Among Adolescents at SMA Negeri 5 Samarinda	Yuliani Winarti and Monica Andriani	2020	Analytical quantitative survey with a cross-sectional approach.	The population consisted of 359 eleventh-grade students at SMA Negeri 5 Samarinda, with a sample of 75 respondents.	Stratified random sampling.	There was a significant relationship between Instagram exposure and risky sexual behavior among adolescents (p=0.027; OR=5.278). Adolescents who were frequently exposed to Instagram were more likely to exhibit higher levels of risky sexual behavior.

No	Tittle	Researcher	Year	Design of research	Population & Sample	Sampling Technique	Result
5.	Application of the Health Belief Model (HBM) to Sexual Behavior Among Adolescents at Senior High School 3 Pasundan Cimahi	Dwi Hastuti and Fifi Siti Fauziah	2021	Quantitative research using a quasi-experimental design with a one-group pretest-posttest approach.	a The population consisted of 233 tenth-grade students at SMK Pasundan 1 Cimahi. The sample size was not clearly stated in the available methods section.	Total sampling	Before the HBM intervention, adolescent sexual behavior was categorized as unhealthy, with a median score of 1. After the HBM intervention, behavior changed to the healthy category, with a median score of 0. A significant change was observed (p=0.002).
6.	Analysis of Factors Associated with Risky Sexual Behavior Among Adolescents	Melda Ria Tarihoran, Dyan Kunthi Nugrahaeni, Suhat, Novie E. Mauliku, Siti Nur Endah Hendayani	2025	Analytical quantitative research with a cross-sectional approach.	The population consisted of 2,039 students from public junior high schools, senior high schools, and vocational high schools in Sukanagara District, Cianjur Regency. The sample consisted of 334 students.	Proportional random sampling	Knowledge (p=0.019), attitude (p=0.031), and gender (p=0.021) had significant relationships with risky sexual behavior. Exposure to reproductive health information, parenting styles, and social life did not show significant relationships. Knowledge was the most dominant factor.

No	Tittle	Researcher	Year	Design of research	Population & Sample	Sampling Technique	Result
7.	Risk Factors Influencing Premarital Sexual Behavior Among Adolescents	Kartini Estelina Tungka, Nursalam, Rizki Fitryasari	2022	randomized controlled trial	An initial search identified 669 articles, of which 14 articles met the inclusion criteria based on the reported selection process.	Literature selection based on inclusion and exclusion criteria using PRISMA.	Risk factors included a lack of sexual and reproductive health knowledge, adolescent perceptions, parental supervision, peer influence, and limited access to health service information and sexual education. Parental supervision had an indirect relationship with adolescent sexual behavior through attitudes and intentions.
8.	The Relationship Between Sociodemographic Factors and Social Media Use and Premarital Sexual Behavior Among Adolescents in Bali	Anastasia Septya Titisari, Luh Kadek Ratih Swandewi, Mellysa Kowara, Ni Made Anggia	2021	Quantitative research using an online cross-sectional survey design.	A total of 418 unmarried adolescents aged 20–24 years residing in nine regencies/cities across Bali.	Consecutive sampling	The use of social media as a reproductive health learning medium did not have a direct preventive effect on premarital sexual behavior. A total of 58.85% of respondents rarely accessed reproductive health information through social media. Employment status, gender, age, and dating experience were associated with premarital sexual behavior.
9.	Determinants of Premarital Sexual Behavior Among Adolescents Based on the Health Belief Model (HBM)	Sitatul Hajah Fatimah and Luqman Effendi	2026	Literature review.	The review used research literature on the determinants of adolescent premarital sexual behavior based on	Literature selection based on relevance, quality, and consistency of information.	The review findings indicated relationships between all six HBM components—perceived susceptibility, perceived severity, perceived benefits, perceived barriers, self-efficacy, and cues to action—and premarital

No	Tittle	Researcher	Year	Design of research	Population & Sample	Sampling Technique	Result
	Theory: A Literature Review of Studies from 2019–2024				the HBM theory. The abstract mentioned 7 journals, whereas the methods section mentioned 10 journals.		sexual behavior among adolescents.
10.	Determinants of Adolescent Premarital Sexual Behavior Based on the Health Belief Model (HBM) Theory	Laila Hidayah Santoso and Muji Sulistyowati	2024	Cross sectional	The population consisted of 792 tenth- and eleventh-grade students at a senior high school in Gresik Regency, with a sample of 90 students.	Proportional random sampling.	A total of 4.4% of respondents reported engaging in premarital sexual behavior. Significant relationships were found between perceived severity (p=0.005) and perceived barriers (p=0.006) and premarital sexual behavior. Perceived susceptibility (p=1.000), perceived benefits (p=1.000), self-efficacy (p=0.050), and cues to action (p=1.000) did not show significant relationships.

Discussion

1. Relationship Between Social Media and Premarital Sexual Behaviour Among Adolescents

The synthesis findings indicate that social media exposure is closely associated with adolescent sexual behaviour, as demonstrated by Idris et al. (2023) and Winarti and Andriani (2019), who reported an odds ratio (OR) of 5.278 among adolescents with frequent Instagram exposure. However, social media use does not necessarily correspond to an increase in risky sexual behaviour. Titisari et al. (2021) demonstrated that access to reproductive health information through digital platforms does not automatically produce a direct preventive effect without adequate cognitive understanding on the part of the individual.

Therefore, social media functions as a dualistic environmental factor, serving both as a channel for exposure to sexual content and as a source of information for adolescents. The extent to which social media influences premarital sexual behaviour depends largely on adolescents' knowledge, risk perceptions, and digital literacy. Consequently, prevention

strategies should not focus solely on restricting media access but should also prioritize strengthening adolescents' ability to critically evaluate, filter, and appropriately apply reproductive health information.

2. Adolescent Premarital Sexual Behaviour Based on the Health Belief Model Approach

The *Health Belief Model* (HBM) explains adolescents' health-related behavioural decisions through six key cognitive constructs. Regarding perceived susceptibility, Andayani et al. (2025) found that 95.3% of adolescents had low perceptions of their vulnerability to unintended pregnancy and sexually transmitted infections (STIs), highlighting the need for more targeted reproductive health education through social media. Meanwhile, perceived severity was found to be significantly associated with adolescent sexual behaviour (Santoso et al., 2024), emphasizing the importance of communicating the potential medical and psychosocial consequences of risky sexual behaviour through accessible and engaging digital platforms.

With respect to perceived benefits, Kustin et al (2024) identified a positive association between perceived benefits and efforts to prevent risky sexual behaviour. However, Santoso et al (2024) reported different findings, suggesting that preventive interventions may need to be tailored to the characteristics and needs of specific adolescent groups. On the other hand, perceived barriers, including peer pressure and the taboo surrounding family communication about sexual health, may contribute to premarital sexual behaviour. This is reflected in the significant association reported by Santoso et al (2024), as well as the finding that 82.8% of adolescents had negative perceptions of barriers (Andayani et al., 2025). These barriers may be addressed by providing accurate, accessible, and reliable reproductive health information through social media platforms.

Finally, self-efficacy and cues to action represent important components in motivating preventive behaviour. Self-efficacy is closely related to adolescents' ability to exercise self-control and resist negative social pressure (Fatimah et al., 2026), while 64.1% of adolescents demonstrated positive perceptions of their self-efficacy (Andayani et al., 2025). Furthermore, external triggers, such as health messages disseminated through social media and encouragement from the surrounding environment, have been shown to play a significant role in promoting preventive behaviour (Kustin., 2024). Therefore, digital interventions delivered through credible information sources have considerable potential to strengthen adolescents' reproductive health awareness, self-efficacy, and ability to make responsible decisions regarding their sexual behaviour.

3. Integration of Social Media Influence with Components of the Health Belief Model

Social media functions as an environmental factor that provides exposure to information while also serving as a cue to action in shaping adolescents' knowledge and perceptions of sexual health risks. Within the framework of the *Health Belief Model* (HBM), such information stimulates adolescents' cognitive assessments of perceived susceptibility, perceived severity, perceived benefits of preventive measures, and perceived barriers. Exposure to negative content may undermine perceptions of reproductive health, whereas educational content can strengthen risk awareness. Nevertheless, access to information does not necessarily translate into preventive actions without adequate self-efficacy and the ability to critically evaluate and process information (Titisari et al., 2021).

The dynamics of sexual behaviour formation also depend considerably on individual factors and the social environment in which adolescents interact. Knowledge has been identified as the most dominant determinant influencing risky sexual behaviour (Tarihoran et al., 2025), while this relationship is further shaped by real-life social interactions, including peer pressure and the level of parental supervision (Tungka et al., 2022). Therefore, integrating social media with the HBM provides a comprehensive conceptual framework: social media facilitates exposure to digital information, while the HBM explains the cognitive processes underlying individual health-related decision-making. Accordingly, prevention strategies should incorporate efforts to strengthen digital literacy, provide comprehensive reproductive health education, enhance adolescents' self-efficacy, and promote active support from families and schools.

4. Implications of the Review Findings for Prevention Efforts

The *Health Belief Model* (HBM) can serve as a conceptual framework for preventing premarital sexual behaviour among adolescents, as it considers various aspects of individuals' perceptions and beliefs regarding reproductive health. The key components of the HBM include perceived susceptibility, perceived severity, perceived benefits, perceived barriers, cues to action, and self-efficacy. Nevertheless, research findings indicate that not all HBM components demonstrate consistent associations with adolescent sexual behaviour. Kustin et al (2024) found that perceived susceptibility, perceived severity, perceived benefits, and cues to action were significantly associated with efforts to prevent risky sexual behaviour. Meanwhile, Santoso et al (2024) reported that perceived severity and perceived barriers were significantly associated with premarital sexual behaviour. In addition to individual perceptions, social media exposure, peer influence, and parental supervision should also be considered in prevention efforts (Idris et al., 2023; Tungka et al., 2022; Winarti et al., 2020). Therefore, adolescent reproductive health promotion strategies should integrate appropriate social media-based education with the HBM approach, while strengthening knowledge, fostering accurate risk perceptions, increasing awareness of the benefits of preventive measures, addressing perceived barriers, and enhancing self-efficacy. This integrated approach is expected to support the development of more responsible reproductive health behaviours among adolescents.

CONCLUSION

This systematic literature review concludes that premarital sexual behaviour among adolescents is a multifactorial reproductive health issue influenced by the interaction of individual, social, and environmental factors. Social media exposure plays a dual role as both a potential source of risky sexual content and a platform for reproductive health education, while the *Health Belief Model* (HBM) provides a conceptual framework for understanding how adolescents' perceptions and beliefs influence their health-related decisions. The six HBM constructs, namely perceived susceptibility, perceived severity, perceived benefits, perceived barriers, self-efficacy, and cues to action, contribute to understanding preventive behaviour, although their associations are not consistently demonstrated across studies. Other contributing factors include reproductive health knowledge, attitudes, peer influence, parental supervision, and sociodemographic characteristics. Therefore, effective prevention strategies should integrate HBM-based interventions with comprehensive reproductive

health education, improved digital literacy, enhanced self-efficacy, and active support from families and schools to encourage responsible sexual health behaviour among adolescents.

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