Online Pornography among Student in Semarang City: The Influence of Attitudes and Subjective Norms

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Abstract

Pornography, as erotic content, can stimulate sensual desire and is accessible through various mediums, including viewing, reading, listening, and watching. Teenagers are particularly vulnerable to the dangers of digital pornography. This study aims to examine the influence of attitudes and subjective norms on students' intentions to consume online pornography in Semarang City. A quantitative approach was employed, involving 1,319 student participants from various educational levels. The data were analyzed using ordinal logistic regression. The results indicate that both independent variables significantly impact the dependent variable. Student attitudes exert the most substantial influence, with an Odds Ratio of 4.32, while subjective norms have an Odds Ratio of 2.13. The study concludes that attitudes and subjective norms together significantly affect the intention to consume online pornography.

Keywords: *Attitude, pornography consumption intention, subjective norm, student.*

Introduction

Indonesia faces a growing crisis of premarital sexual activity, with cases increasing every year. A survey conducted by the Ministry of Health and the National Commission for Child Protection (KPAI) revealed that 62.7% of teenagers in Indonesia have engaged in sexual relations outside of marriage (Setiawan & Winarti, 2019). Additionally, research by Andriani et al. (2022) found that among the 65 million adolescents aged 10-24 years—representing 30% of the total population and 15-20% of the school-age population in Indonesia—a significant number have engaged in premarital sex. This trend is alarming, given the numerous adverse consequences associated with such behavior. One major factor contributing to the prevalence of premarital sexual activity is exposure to pornographic content. Frequent consumption of pornography can

normalize risky sexual behavior, potentially leading to unsafe sexual practices (Tiara & Andriani, 2023). Consequently, exposure to pornography can have a detrimental impact on the sexual and reproductive health of adolescents (García et al., 2021).

Pornography, defined as erotic content designed to stimulate sexual desire, can be accessed through various forms such as visuals, text, audio, and videos. According to Haidar and Apsari (2020), pornography includes any images, writings, or body movements intended to provoke sexual arousal. Despite its illegality and violation of moral norms, access to pornography in Indonesia remains high. The government has enacted Law No. 44 of 2008 on pornography to provide legal protection against such content. However, enforcement has been inadequate, as pornography remains widely consumed across the country (Prihandini, 2020). Research by Gayatri et al. (2020) indicates that pornography is among the most consumed content by Indonesians. Moreover, the Indonesian Child Protection Commission (KPAI) reported in 2022 that 97% of teenagers had accessed pornography (Sumarni et al., 2023).

Adolescence, the period between ages 11 and 24, is marked by significant physical, mental, and social changes, including a heightened interest in sexuality (Afrizawati et al., 2020). These changes are influenced by hormonal shifts during puberty, which often drive teenagers to seek information online (Saputra & Movitaria, 2022; Dewi & Murtiningsih, 2020). As the most frequent users of the internet, adolescents are particularly vulnerable to exposure to digital dangers such as pornography (Mubarokah et al., 2023).

The internet is a primary source of pornographic content in Indonesia, playing a significant role in its dissemination among teenagers (Febriansyah et al., 2022). Despite government efforts to eliminate such content, the availability of adult material online remains extensive. The Ministry of Communication and Information Technology of the Republic of Indonesia has received complaints about 244,738 instances of pornographic content on the internet (Kominfo, 2020). The unfiltered access to cyberspace allows teenagers to easily view pornography. Even though the government has attempted to block pornographic sites, teenagers continue to access them

using methods such as Virtual Private Networks (VPNs), which allow them to bypass restrictions safely and anonymously (Hasiholan et al., 2023).

This study explores students' intentions to consume online pornography, which are influenced by individual attitudes and subjective norms. According to Fishbein and Ajzen's Theory of Reasoned Action, as discussed in the research by Suarjana and Suparna (2019), an individual's actions are a manifestation of their intentions, which are shaped by several factors, including attitudes toward the behavior, subjective norms, and behavioral control (Zahrati et al., 2022). While much of the existing research on online pornography consumption has been conducted in Western contexts, there is limited focus on non-Western settings like Indonesia. In the Indonesian context, particularly in Semarang, there is a lack of in-depth studies examining how attitudes and subjective norms influence the intention to consume online pornography. Understanding how these local factors affect behavior in regions with unique sociocultural characteristics is crucial. Most studies on pornography consumption in Indonesia have concentrated on the broader population or rural areas, neglecting the distinct consumption patterns that may exist in urban populations like those in Semarang. This highlights the need for more specific research in this area.

The purpose of this research is to assess the impact of attitudes and subjective norms on students' intentions to consume online pornography in Semarang City. This study introduces a novel approach by integrating attitude theory and subjective norms to analyze these consumption intentions, a method that has rarely been applied in the Indonesian context. By doing so, it provides a deeper understanding of how social and psychological factors interact to influence consumption behavior in urban environments. By examining attitudes, subjective norms, and intentions concurrently, this research offers a more comprehensive perspective on the factors driving online pornography consumption. This approach marks a significant departure from previous studies, which often focused on only one dimension. Another key innovation of this research is its emphasis on the local context—specifically, the city of Semarang—offering a more relevant and contextualized view of how local norms and attitudes
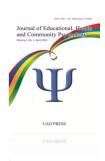
influence pornography consumption intentions, in contrast to the more generalized global perspectives.

This study is original in that it focuses on Semarang, an area that has not been extensively researched in the context of online pornography consumption behavior. This focus provides new insights into how local social and cultural factors may shape consumption intentions in the region. By combining attitudinal theory and subjective norms within a single model to predict online pornography consumption intentions, this research makes a theoretical contribution that has been underexplored, particularly in Indonesian studies. The originality of this research also lies in its approach, which seeks to understand online pornography consumption intentions not only from an individual perspective but also from a sociocultural one—an aspect often overlooked in prior studies that primarily emphasize technological or psychological factors.

Method

Design

This research employs a quantitative approach classified as associative research, aiming to examine the relationship between two or more variables. It is an observational study with a cross-sectional design, where participants are selected based on specific inclusion and exclusion criteria. This method is used to assess the influence of attitudes and subjective norms on students' intentions to consume pornography. The dependent variable in this study is the intention to consume pornography, while the independent variables are attitudes and subjective norms. Ethical approval for this research was granted by the Dian Nuswantoro University Health Research Ethics Commission under the reference number 331/EA/KEPK-Fkes-UDINUS/XII/2022 (Mubarokah et al., 2023). The data utilized in this study is secondary data obtained from the Semarang Health Data Repository – Udinus Campus (SEHARIKU). The presented data has undergone validity and reliability testing, using the Pearson Correlation and Cronbach's Alpha tests on 30 participants (Mubarokah et al., 2023).

Participants

The participants in this study were students from junior high schools, high schools, and vocational high schools residing in Semarang City. The research employed a non-probability sampling technique, meaning that not all individuals had an equal chance of being selected as part of the sample. Specifically, purposive sampling was used, wherein a questionnaire, distributed via Google Forms, was administered to participants who met specific criteria with the assistance of an enumerator. The inclusion criteria required participants to be students aged 11-21 years, attending junior high schools (SMP), senior high schools (SMA), or vocational high schools (SMK) in Semarang City. Students over 21 years of age were excluded from the study. The final sample size consisted of 1,319 participants.

Measurement

Initially, participants will be asked to complete an informed consent form as an indication of their willingness to participate in the study. For participants under the age of 17, parental consent will be obtained by providing parents with an informed consent form. Following this, participants will complete a questionnaire containing 15 items across three variables: attitudes, subjective norms, and intentions regarding pornography consumption. The attitude variable includes five items, the subjective norm variable consists of four items, and the intention variable contains six items. Responses will be provided using a Likert scale.

Attitude

The attitude variable was measured using a Likert scale to assess whether participants' attitudes influence their intention to consume pornography. This variable includes five question items, with response options scored as follows: strongly agree (0), agree (1), disagree (2), and strongly disagree (3). The attitude variable is composed of several components, including Behavioral Beliefs, Outcome Evaluation, and Strength. Examples of questions from this variable include statements like "I think pornography can relieve stress," "By watching pornography, I can learn new things about sexuality," "I believe watching pornography is normal if not excessive," and "Watching pornography entertains me." A reliability test indicated that the attitude variable has a good level of consistency, with a Cronbach's alpha value of 0.769.

Subjective Norms

The subjective norm variable was assessed using a Likert scale to determine whether participants' subjective norms influenced their intention to consume pornography. This variable comprised four question items, each scored on the same scale as the previous variable: strongly agree (0), agree (1), disagree (2), and strongly disagree (3). The subjective norm variable is grounded in the concept of Normative Belief Strength (Mubarokah et al., 2023). Examples of the items include statements such as "My friends think watching pornography is fun," "My friends believe that pornography can make someone more confident in a relationship," and "Most teenagers my age have watched pornography." The reliability test indicated that the subjective norm variable is consistent and reliable, with a Cronbach's alpha value of 0.676.

Pornography Consumption Intentions

The pornography consumption intention variable was assessed using a Likert scale, which measures individual participants' intentions to consume pornography based on attitudinal variables and subjective norms. This variable includes six question items, each scored similarly to the attitude and subjective norm variables: strongly agree (0), agree (1), disagree (2), and strongly disagree (3). Examples of the questions include: "After receiving information/stories from friends, I intend to watch pornography," "When I accidentally encounter pornography, I never intend to watch it to the end," and "I intend to watch pornography to satisfy my sexual desires." The reliability test indicated that the pornography consumption intention variable has a high degree of consistency and is reliable, with a Cronbach's alpha value of 0.863.

Data analysis

The existing secondary data will be analyzed using ordinal logistic regression, which is employed to examine the relationship between a dependent (response) variable and independent (predictor) variables when the dependent variable is on an ordinal scale and is polychotomous (Nurfadila & Pramudita, 2022). Unlike regression analysis based on Ordinary Least Squares (OLS), ordinal logistic regression does not require the fulfillment of classical assumptions (Timothy, 2019). In this research, the independent variables (X) are attitude (X1) and subjective norm (X2), while the dependent variable (Y) is the intention to consume pornography.

Result

Based on secondary research data, it can be seen that the distribution of participants was 1,319 students. The following characteristics of research participants can be seen in table. Based on the respondent characteristics table, it shows that the frequency of male and female gender does not have much difference and there is only a difference of 13 participants with the female gender being more dominant. As for educational characteristics, the highest frequency of participants was in the Senior High School category with a total of 449 participants. Age characteristics are classified according to Sarwono (2014) into three categories, namely early adolescents aged 11-14 years, middle adolescents aged 15-17 years, and late adolescents aged 18-21 years. Based on the table, most teenagers are in the middle teenage category with a percentage of 63.3% (834 participants). Furthermore, regarding the characteristics of residence status, it is known that most participants live with their parents with a percentage of 89.8% (1184 participants).

Table 1
Frequency Distribution of Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Man	653	49,5
	Woman	666	50,5
	Amount	1319	100.0
Education	Junior high school	432	32.8
	Senior high school	449	34.0
	Vocational school	438	33.2
	Amount	1319	100.0
Age	Early adolescence	345	26.2
	Middle teens	834	63.3
	Late teens	140	10.5
	Amount	1319	100.0
Residence status	Cost with oversight	22	1.7
	Unsupervised costs	14	1.1
	With parents	1184	89.8
	With guardian	37	2.8
	Hostel	62	4.7
	Amount	1319	100.0

Source: Processed secondary data 2024

Table 2
Regression Model Feasibility Test (Goodness Fit)

	Chi-Square	*df*	*Say.*
Pearson	17.238	14	0.244
Deviance	15.429	14	0.349

Source: Processed secondary data 2024

The goodness of fit test, or model appropriateness test, is used to determine whether the ordinal logistic regression model is suitable for application. The model is considered adequate if the significance value is $p > 0.05$. The test results indicate that the significance values for Pearson and Deviance are 0.244 and 0.349, respectively (both > 0.05), suggesting that the ordinal logistic regression model is appropriate for the data and suitable for use.

Table 3
Model Significance Test (Simultaneous F Test)

Model	**-2 Log Likelihood**	*Chi-Square*	*df*	*Say.*
Intercept Only	369.785	290.359	2	<0.001
Final	79.425			

Source: Processed secondary data 2024

The simultaneous F test is used to determine whether all independent variables together have a significant effect on the dependent variable. This test compares the initial -2 Log Likelihood value with the final -2 Log Likelihood value. If there is a decrease in the -2 Log Likelihood value, it indicates that the regression model has improved and that the results are statistically significant. The analysis results show a decrease in the -2 Log Likelihood value from 369.785 (intercept only) to 79.425 (final), with a significance level of ρ-value < 0.001 (< 0.05). This indicates that at least one independent variable has a simultaneous effect on the dependent variable (students' intention to consume online pornography).

Table 4
Determination Coefficient Test (Nigelkerke R Square)

Measure	R-Square Value
Cox and Snell	0.198
Nagelkerke	0.236
McFadden	0.121

Source: Processed secondary data 2024

The Coefficient of Determination Test is conducted to determine the extent to which the independent variable can influence and explain the dependent variable (Hafid et al., 2023). The test results, indicated by the Nagelkerke R-square value, show that the independent variable explains 23.6% of the variance in the dependent variable (students' intention to consume online pornography), while the remaining 76.4% is influenced by other factors not examined in this study.

Table 5
Partial t Test

	Variable	Estimate	Say.	95% Confidence Interval	
				Lower	Upper
Threshold	Intent = Less	2.516	<0.001	1.988	3.043
	Intent = Enough	6.063	<0.001	5.446	6.680
Location	Attitude	1.464	<0.001	1.222	1.706
	Subjective Norms	0.758	<0.001	0.523	0.993

Source: Processed secondary data 2024

The partial t-test is used to assess the individual impact of each independent variable on the dependent variable. The decision rule is that if the p-value is less than 0.05, the regression coefficient is considered significant. The analysis shows that the significance value for the attitude variable is <0.001, and for the subjective norm variable, it is also <0.001, both of which are below the 0.05 threshold. Therefore, it can be concluded that both attitude and subjective norm variables significantly influence students' intentions to consume online pornography.

Table 6
Variable Odds Ratio Values

Variable	Estimate	Odds Ratio (It is^{estimate})
Attitude	1.464	4.32
Subjective Norms	0.758	2.13

Source: Processed secondary data 2024

The Odds Ratio was used to determine the strength of the relationship between each significant independent variable and the dependent variable. The table shows that for the attitude variable, the exponentiation of the coefficient (e^1.464) yields a value of 4.32, indicating that students with a particular attitude are 4.32 times more likely to intend to consume online pornography. For the subjective norm variable, the exponentiation of the coefficient (e^0.758) yields a value of 2.13, suggesting that subjective norms increase the likelihood of students intending to consume online pornography by 2.13 times. Based on this analysis, it can be concluded that the attitude variable has the strongest influence on students' intentions to consume online pornography.

Discussion

Based on the results of the statistical analysis, it was found that the regression model passed the Goodness-of-Fit test, indicating that the ordinal logistic regression model is appropriate for use, with a significance value of 0.349 (> 0.05). This suggests that the model is suitable for explaining the influence of the independent variables on the dependent variable (Fanggidae, 2023). It is

essential to ensure that the regression model is deemed appropriate before conducting an ordinal logistic regression test. In this case, the logistic regression model is suitable for explaining the relationship between the independent variables—attitudes and subjective norms—and the dependent variable, which is the intention to consume online pornography.

Next, the independent variables were tested together to determine whether they could simultaneously influence the dependent variable. Here, "simultaneous" refers to the combined effect of the independent variables on the dependent variable. The results of the simultaneous F-test revealed that at least one independent variable significantly influences the dependent variable, with a p-value of < 0.001 (< 0.05), indicating that at least one independent variable affects students' intention to consume online pornography. These findings are consistent with research by Aryadhe (2018) using the Theory of Reasoned Action, which suggests a relationship between a person's attitudes, subjective norms, intentions, and behavior. The conclusion is that both independent variables—attitudes and subjective norms—collectively influence the dependent variable, namely the intention to consume online pornography.

Having established that the independent variables influence the dependent variable simultaneously, it is important to assess the extent to which attitudes and subjective norms contribute to the intention to consume online pornography. This can be determined through the coefficient of determination, represented by the R-Square value. The R-Square value ranges between 0 and 1, with values closer to 0 indicating that the independent variables have limited explanatory power over the dependent variable, and vice versa (Maidarti et al., 2022). In this study, the Nagelkerke R-Square value was 0.236, suggesting that the independent variables account for 23.6% of the variance in the dependent variable (intention to consume online pornography), while the remaining 76.4% is influenced by other factors not examined in this study.

Attitude is generally defined as a person's tendency to respond to something they observe. Additionally, it is seen as a determinant of how an individual reacts to a given situation (Pormes & Sipakoly, 2019). In the context of this research, attitude refers to an individual's response to

online pornography consumption based on their beliefs. Intention, on the other hand, is defined as the desire to perform an action, followed by the act itself. Here, intention refers to an individual's desire or plan to engage in online pornography consumption behavior.

The results of the partial T-test, which aims to assess the individual impact of each independent variable on the dependent variable, showed that the attitude variable had a significance value of <0.001 (<0.05). This indicates that attitude significantly influences the intention to consume online pornography, with a relationship strength of 4.32 times. This means that attitude has a significant and positive effect on students' intention to consume online pornography. This aligns with the view expressed by Goodson in Ningsih's research (2016) that a person's attitude can significantly influence their consumption of online pornography, driven by the desire to satisfy sexual urges. In this study, attitude refers to an individual's response to the act of consuming online pornography, suggesting that if a person views online pornography consumption favorably, they are likely to form an intention to consume it. Conversely, if someone has a negative attitude toward pornography, they are less likely to consume it.

Subjective norms refer to a person's belief in the approval or disapproval of certain behaviors by specific individuals or groups and their motivation to follow these behaviors (Karwur et al., 2020). In this study, subjective norms are defined as an individual's perception of others' beliefs, which influence their decision to engage in online pornography consumption.

The statistical analysis showed that subjective norms had a significant and positive impact on students' intention to consume online pornography, with a significance value of <0.001 (<0.05) and a relationship strength of 2.13 times. This indicates that subjective norms significantly influence the intention to consume online pornography. This finding is consistent with Septifani's (2014) assertion that subjective norms, or a person's perception of certain beliefs, can influence their intention to perform a behavior. In this study, subjective norms refer to the views of others regarding the belief that consuming pornography leads to negative outcomes, which may deter someone from intending to consume it. Conversely, if others perceive pornography

consumption as normal or positive, this may encourage someone to develop an intention to consume it.

Conclusion

Intention refers to a person's willingness to engage in a particular behavior, including consuming pornography. The research concluded that both attitudes and subjective norms significantly influence the intention to consume online pornography. Among these, the attitude variable was found to have the strongest impact on students' intention to consume online pornography, as indicated by the analysis of Odds Ratio values.

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