
THE INFLUENCE OF INFORMATION QUALITY AND SOURCE CREDIBILITY THROUGH SOCIAL MEDIA INFORMATION ADOPTION ON THE PREVENTION OF DEVIANT SEXUAL BEHAVIOR

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ABSTRACT

Social media has provided space for adolescents as a source of information in accessing sexuality knowledge that is still taboo to talk about. Sexuality information that is not of good quality and lacks verification will cause adolescents to develop an unbalanced and incorrect understanding of sexuality. This study aims to analyze the influence of information quality and source credibility through the adoption of social media information on the prevention of deviant sexual behaviour in the Youth Information and Counseling Center (PIKR) group in Palembang City. The theories used in this study are the Social Learning Theory and Information Adoption Model. This research uses a quantitative approach with a correlational method. The population and sample in this study were PIKR groups in Palembang City totaling 275 respondents. Sampling using a total sampling technique. Data collection techniques using questionnaires distributed to research respondents. The research data were analyzed using single-table analysis, cross-table analysis and path analysis. The results showed that the quality of information and credibility of the source through the adoption of social media information affect the prevention of deviant sexual behaviour in PIKR groups in Palembang City. The implication of this study shows that improving the quality and credibility of information on social media is very important for the effectiveness of the prevention of deviant sexual behaviour among adolescents.

Keywords: Information Quality, Source Credibility, Information Adoption, Deviant Sexual Behaviour.

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INTRODUCTION

Adolescence is a transitional phase from childhood to adulthood that involves transformations in various dimensions, such as biological, psychological, and socio-cultural. The World Health Organization (WHO) defines adolescence as the period from the appearance of secondary sex signs to sexual and reproductive maturity, which is the process of achieving mental maturity and adult identity, as well as changes from socio-economic dependence to independence. The age limit for adolescents, according to the National Population and Family Planning Agency (BKKBN), is 10 - 24 years old and unmarried (BKKBN, 2021)

Adolescents will experience puberty, which is characterized by the maturation of the reproductive organs. In the puberty phase, reproductive organs begin to function; sexual hormones also begin to function so that adolescents will experience emotional and sexual attraction. This will cause a sexual urge that causes adolescents to want to get sexual satisfaction. The urge to get sexual satisfaction is what is referred to as sexual behaviour.

Sexual behaviour is inclusive, ranging from dressing up, mejeng, ngerling, seducing, and flirting to sexual activity and relationships. Sexual behaviour that must be prevented and avoided by

adolescents is deviant sexual behaviour. Deviant sexual behaviour is sexual behaviour or activity among adolescents that can lead to a desire for sexual intercourse and can cause reproductive health problems (BKKBN, 2020). According to (Sebayang et al., 2018) which includes deviant sexual behaviour includes kissing, necking, petting, intercourse and masturbation/masturbation among adolescents.

Data from the 2017 Indonesian Demographic and Health Survey (IDHS) shows that adolescents aged 15-24 years have engaged in deviant sexual behaviour while dating. While dating, 30% of female adolescents and 50% of male adolescents admitted to kissing lips, and it was reported that 8% of male adolescents and 2% of female adolescents had had sexual intercourse. Among females and males who had premarital sexual intercourse, 59% of females and 74% of males reported that they first had sexual intercourse at the age of 15-19 years.

Disruptions in the tasks of adolescent growth and development, both socially and individually, will occur if adolescents exhibit deviant sexual behaviour. Social disruptions include the inability of adolescents to continue school, enter the workforce, form a family, and play a good role in the family. On the individual side, adolescents will experience physical, mental, emotional, and spiritual disorders (Utami, 2017). Deviant sexual behaviour in adolescents will also have an impact on reproductive health disorders such as unwanted pregnancies that can increase maternal mortality and sexual diseases such as gonorrhea, syphilis, and Human Immunodeficiency Virus / Acquired Immunodeficiency Syndrome (HIV/AIDS).

According to information provided by the Indonesian Pediatric Association (IDAI), by 2022, 1,188 children in Indonesia will be infected with HIV. Adolescents aged 15-19 years are the most affected group, with 741 adolescents infected. HIV transmission that occurs in adolescents is mainly caused by injecting drug use and having sexual intercourse (Risalah, 2022).

Palembang City in 2022 has a population of 1.72 million people, and around 365,408 people are teenagers. Sexual intercourse outside of marriage among teenagers also occurs a lot in Palembang City. In 2022, the Deputy Mayor of Palembang, as the elder brother of the Generasi Berencana (GenRe) forum, revealed that 10.35 per cent of adolescents had had sexual intercourse. This condition is caused by the rampant circulation of drugs and the number of adolescents engaging in deviant sexual behaviour. Thus making the Palembang City government committed to eradicating drugs and deviant sexual behaviour among adolescents to realize the vision and mission of Palembang EMAS Darussalam (Tariq, 2022).

Palembang City Population Control and Family Planning Office (DPPKB), together with the BKKBN Representative of South Sumatra Province, has a program to prevent deviant sexual behaviour among adolescents through the establishment of the Youth Information and Counseling Center (PIKR). PIKR is the only group formed by the government to overcome the problems of the future life of adolescents through a forum that provides access to information, education, and counselling on the problems of deviant sexual behaviour and family life planning implemented by and for adolescents. Based on the BKKBN Family Information System (SIGA) report in 2024, there are 27 PIK-R groups spread across junior high schools, high schools, universities, and urban villages in Palembang City.

Education and information about sexuality are necessary to provide so that adolescents understand the risks and consequences of deviant sexual behaviour (BKKBN, 2021). Adolescents also receive education and information on reproductive health provided by parents, teachers, and health

workers from puskesmas, as well as genre forums or ambassadors so that adolescents are able to understand the health impacts of deviant sexual behaviour. However, the education provided is only carried out at a particular time and does not directly touch the adolescent group. In addition, adolescents are not comfortable consulting with these parties regarding the problems that occur to them. According to Hurlock (2017), adolescents tend to form communities or groups and have more intense interactions with their peers than with adults. The existence of a PIKR group in their activity environment can help adolescents to be more open in communicating about the problems that occur to them.

PIKR groups are able to obtain information on sexuality from information dissemination and education activities in groups through face-to-face and social media. PIKR uses a module from BKKBN to provide materials related to future planning and reproductive health to overcome the problems of sexuality and life lived by adolescents. However, not all PIKR groups get and explore the contents of the module due to the lack of guidance and facilitation from family planning extension workers as PIKR managers, so PIKR groups also seek information from social media. Peer educators and peer counsellors in PIKR groups are individuals who play an active role in disseminating information and education and providing counselling to help adolescents. They provide knowledge about sexuality and deal with various problems faced by peers (UNS, 2021).

Knowledge about sexuality information is vital for adolescents, including PIKR groups, to avoid deviant sexual behaviour. Efforts to seek information about sexuality made by adolescents have also been quite a lot; this indicates that adolescents need this information. Nursal et al. (2020) in their research, revealed that 94.55% of adolescents stated that they needed reproductive health services, and 53.4% of adolescents claimed to get reproductive health information from the internet, including through social media platforms.

The development of communication technology and social media penetration has opened unlimited access to various sources of information among teenagers. Based on a survey conducted by Jakpat in 2022, TikTok became the social media most widely used by teenagers as a source of information. Youtube is the second favourite social media, followed by Instagram, Twitter/X, Facebook, Linkedin and Pinterest (Widi, 2023). In the midst of the diversity of information sources that can be obtained on social media, sexual content is a source of information that requires special attention for adolescents.

Continuous exposure to sexual content on social media platforms can affect adolescents' perceptions of sexuality. Adolescents who see and hear a lot about sex through the environment/media can be almost twice as likely to have sexual intercourse outside of marriage compared to those rarely exposed to sexual information through the media (Mulya et al., 2020). Research shows that adolescents who are exposed to sexual content tend to have a more open attitude towards deviant sexual activity (Lin et al., 2020). This condition can put pressure on adolescents to follow trends and social expectations regarding deviant sexual behaviour carried out in every dating relationship without understanding the consequences and responsibilities due to this behaviour.

Social media has become a platform that Indonesians trust as a source of information. A survey conducted by the Ministry of Communication and Information together with Katadata Insight Center (KIC) in 2022 revealed that Indonesians have a high level of trust in social media as a source of information compared to other sources of information such as television, print media, online

media sites and government media sites. Social media is the choice for 72.6% of respondents in finding information because it is easily accessible, has the speed of information, and the information provided is brief and straightforward to understand.

The high level of public trust in social media as a source of information is inversely proportional to the level of accuracy of information from social media (Amelia et al., 2022). Many contents uploaded on social media contain hoax information. One type of hoax that often appears and is related to sexual information on social media is misinformation. Misinformation is information that is based on truth but used to harm a person, organization or country (Firmansyah, 2023).

Misinformation often violates or infringes on a person's privacy without regard for the public interest. Much information on social media reveals a person's sexual orientation that actually does not influence the interests of adolescents. In addition, sexual information for adults can be easily accessed among all ages, including teenagers (Kompas, 2022). Sexual content on social media often features influencers sharing their sexual experiences as a form of sexual education. However, the content is less about sexual education and more focused on showing off sexual experiences.

Adolescents now have more comprehensive access to knowledge about sexuality through social media. However, this topic is still considered taboo to discuss in Indonesia. However, not all information about sexuality available on social media can be considered good sex education, but some lead to pornographic content. According to data from the Ministry of Communication and Information Technology, in 2023, there will be 1.9 million pornographic sexual content spread across websites, social media and file-sharing platforms. (Rizkinaswara, 2023). Good sexuality education should include at least seven elements, namely reproductive health, gender understanding, sexual rights, human relationship dynamics, diversity, prevention of sexual violence, and fulfilment of sexual satisfaction. Moreover, sex education should not promote sexual behaviour that is not in line with prevailing norms for children and adolescents (Triastuti, 2022).

Adolescents can adopt sexual information on social media if it has good information quality and fulfils source credibility. Good information quality must fulfil the elements of accurate information, the information provided at the right time, relevant to the needs, complete discussion and an attractive quality of information presentation (Jogiyanto, 2016). Meanwhile, source credibility on social media refers to the extent to which the communicator is able to make communicators believe in the information he conveys. Hovland (in Severin et al., 2014) states that messages delivered by communicators with high credibility are more effective in influencing changes in the attitude of message recipients compared to messages delivered by communicators with low credibility.

Adolescents' trust in information about sexual content on social media can shape their views on sexuality. Suppose most of the information displayed on the content is not of good quality and is not verified. In that case, adolescents will develop an unbalanced and incorrect understanding of sexuality. Although the information conveyed is from the same source, the process of information adoption varies from one teenager to another. It is this process of information adoption that will influence adolescents in their behaviour (Sussman & Siegal, 2003)

Bandura (in Husamah et al., 2018) revealed that individual behaviour is not merely an automatic reflex to a stimulus but also a result of reactions that arise as a result of interactions between the environment and the individual's cognitive schema. It can be assumed that the prevention of adolescent deviant sexual behaviour in the PIKR group is an interaction between the

environment and cognitive schemes obtained through sexual information obtained by the PIKR group. Based on several studies it is revealed that social media has an influence on a person's behaviour, but not a few also reveal the opposite (Budiman et al., 2020; Hastuti et al., 2023; Sumarni et al., 2023; Yusuf & Hamdi, 2021). Researchers assume that the gap may be caused by the process of adopting information from social media for each different teenager. Although the information conveyed is from the same source, the process of adopting information varies from one teenager to another (Sussman & Siegal, 2003).

The novelty of the research lies in the use of Albert Bandura's social learning theory explained through the information adoption model that is able and feasible to be applied to the problems researched in this study. The use of this theory has never been researched in previous similar studies. Based on the above problems, the purpose of this study is to determine and analyze the effect of information quality and source credibility through the adoption of social media information on the prevention of deviant sexual behaviour. Theoretical benefits, this study is intended to expand knowledge and understanding of the influence of information quality and source credibility through the adoption of social media information on the prevention of deviant sexual behavior among PIKR members in Palembang City. Practical benefits: can provide contributions and recommendations for interested parties so that the PIKR group in Palembang City is able to improve information services that are more innovative and develop through social media, so that adolescents can avoid deviant sexual behavior.

METHOD

The research was carried out for 6 months, starting from the preparation of the proposal in November to the seminar in May 2024. This study applied a quantitative approach with a correlational method. The population in this study were members of the Youth PIK Group in Palembang City. In this study, the sample included the entire population of PIKR Group members in 2024, consisting of 275 respondents. This study used a total sampling technique because the number of members in each PIKR group was relatively small, allowing all PIKR groups to be given an equal opportunity to be sampled in this study. The data collection technique used in this study is primary data which includes questionnaires to research respondents. Moreover, secondary data is supporting data obtained through various sources, both books, journals and official documents, namely through SIGA DPPKB Palembang City data in 2024. The data analysis techniques used are validity and reliability tests and path analysis.

RESULTS AND DISCUSSION

Path Analysis

Individual Parameter Significance Test (T-Test)

T table calculation results:

$$T \text{ table} = \frac{0,05}{2} ; 275 - 2 - 1$$

$$T \text{ table} = 0,025 ; 275 - 2 - 1$$

$$T \text{ table} = 0.025; 272$$

$$T \text{ table} = 1.968724 \text{ rounded to } 1.969$$

Based on the results of the calculation, the t-table used in this study is 1.969. The following are the results of the t-test can be seen in the table below:

Table 1. Individual Parameter Significance Test Results (T-Test)

Model	Coefficients			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	19.791	2.136		9.264	.000
Information Quality	.347	.060	.337	5.766	.000
Source Credibility	.415	.087	.280	4.797	.000

a. Dependent Variable: Prevention of Deviant Sexual Behavior

Source: Researcher processed results (2024)

Based on the results of the t-test that has been carried out, it illustrates the results of the t-value statistical test showing the following results:

1. The results of the influence of the quality of information on social media (X_1) on the prevention of deviant sexual behaviour (Y) obtained a t value of $5.766 > t$ table 1.969 with a significance of 0.000 ($p < 0.05$). This result means that the quality of information on social media has a significant effect on the prevention of deviant sexual behaviour in PIKR groups in Palembang City.

Hypothesis 1 is accepted.

2. The results of the influence of source credibility in social media (X_2) on the prevention of deviant sexual behaviour (Y) obtained a t value of $4.797 > t$ table 1.969 with a significance of 0.000 ($p < 0.05$). This result means that the credibility of sources in social media has a significant effect on the prevention of deviant sexual behaviour in PIKR groups in Palembang City. **Hypothesis 2 is accepted.**

Simultaneous Significance Test (F Test)

The result of the calculation of F table:

$$F \text{ table} = (2 - 1) ; 275 - 2$$

$$F \text{ table} = 1 ; 273$$

$$F \text{ table} = 3.8757467 \text{ rounded to } 3.876$$

Based on the calculation of the F table, the value of the F table at the 95% or 0.05 confidence level is 3.876. The following are the results of simultaneous F test data processing attached as follows:

Table 2. Simultaneous Significance Test Results (F Test)

		ANOVA ^a			F	Sig.
Model		Sum of Squares	df	Mean Square		
1	Regression	2197.702	2	1098.851	53.346	.000 ^b
	Residuals	5602.844	272	20.599		
	Total	7800.545	274			

a. Dependent Variable: Prevention of Deviant Sexual Behavior

b. Predictors: (Constant), Information Quality, Source Credibility

Source: Researcher processed results (2024)

Based on the test results that have been carried out, the results of F count of $53.346 > F$ table 3.876 with a significance value of 0.000 ($p < 0.05$) so that it can be said that this research model can be used for further testing and it can be concluded that the quality of information and the credibility of social media sources simultaneously affect the prevention of deviant sexual behaviour in PIKR groups in Palembang City, so **hypothesis 3 is accepted.**

Path Coefficient Analysis

The following are the results of the calculation of the path coefficient analysis model in this study:

Table 3. Path Coefficient Analysis Results

Model		Coefficients ^b		t	Sig.
		Unstandardized Coefficients	Standardized Coefficients		
		B	Std. Error	Beta	
1	(Constant) ^a	12.618	1.705		
	Information Quality	.303	.048	.397	6.305
	Source Credibility	.441	.069	.352	6.381
2	(Constant) ^b	12.967	2.116		
	Information Adoption	.541	.069	.457	7.876
	Information Quality	.183	.058	.178	3.147
	Source Credibility	.177	.084	.119	2.108

Dependent Variable: Information Adoption

Dependent Variable: Prevention of Deviant Sexual Behavior

Source: Researcher processed results (2024)

Based on the results of the path coefficient analysis on the two models, a model framework can be made from the calculation of the *Standardized Coefficients Beta* value as follows:

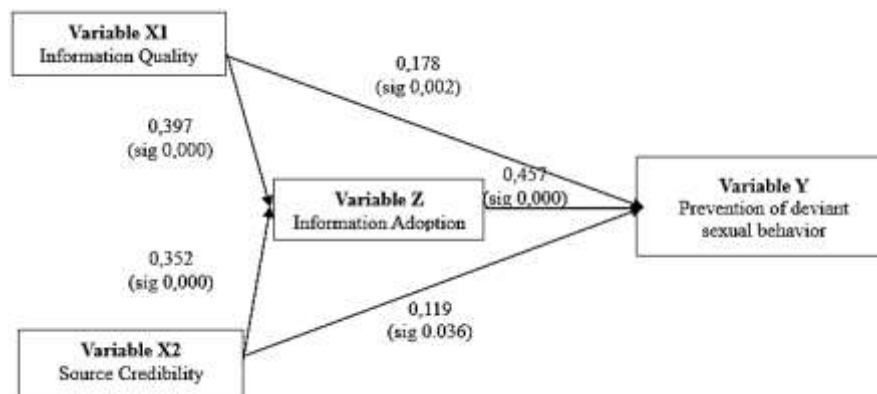


Figure 1. Path Coefficient Analysis Diagram

Source: Researcher Processed Results (2024)

Based on the test results that have been carried out, the results of the path analysis statistical test are as follows:

1. The direct effect provided by the information quality variable (X_1) on the variable of prevention of deviant sexual behaviour (Y) can be seen in the Standardized Coefficients Beta value of 0.178. While the indirect effect of the information quality variable (X_1) through information adoption (Z) on the prevention of deviant sexual behaviour is the multiplication of the value of Standardized Coefficients Beta X_1 on Z with the value of Standardized Coefficients Beta Z on Y, namely: $0,397 \times 0,457 = 0,181$. Then, the total effect given by X_1 on Y is the direct effect plus the indirect effect, namely: $0,178 + 0,181 = 0,359$. Based on the results of these calculations, it is known that the direct effect value of 0.178 is smaller than the indirect effect of 0.181. These results indicate that indirectly, the variable quality of information through information adoption has a significant influence on the prevention of deviant sexual behaviour in PIKR groups in Palembang City.
2. The direct effect provided by the source credibility variable (X_1) on the variable prevention of deviant sexual behaviour (Y) can be seen in the Standardized Coefficients Beta value of 0.119.

While the indirect effect of the source credibility variable (X_2) through information adoption (Z) on the prevention of deviant sexual behaviour (Y) is the multiplication of the value of Standardized Coefficients Beta X_2 on Z with the value of Standardized Coefficients Beta Z on Y, namely: $0,352 \times 0,457 = 0,161$. Then, the total effect that X_2 has on Y is the direct effect plus the indirect effect, namely: $0,119 + 0,161 = 0,280$. Based on the results of these calculations, it is known that the direct effect value of 0.119 is smaller than the indirect effect of 0.161; this result shows that indirectly, the source credibility variable (X_2) through information adoption (Z) has a significant influence on the prevention of deviant sexual behaviour (Y) in the PIKR group.

Based on the calculation of the total path coefficient value on both variables, it can be concluded that information quality (X_1) and source credibility (X_2) on social media through information adoption (Z) have a significant influence on the prevention of deviant sexual behaviour in PIKR groups in Palembang City. **Hypothesis 4 is accepted.**

Test Coefficient of Determination (R^2)

Table 4. Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.531 ^a	.282	.276	4.539
2	.645 ^b	.416	.409	4.102

a. Predictors: (Constant), Information Quality, Source Credibility

b. Predictors: (Constant), Information Quality, Source Credibility, Information Adoption

Source: Researcher processed results (2024)

The calculation of the coefficient of determination of the first model obtained an *Adjusted R Square* value of 0.276 or 26.6%. The coefficient of determination shows a weak category ($R^2 < 0.33$). It can also be interpreted that the ability of information quality and source credibility on social media directly in preventing deviant sexual behaviour in PIKR groups in Palembang City is in the weak category or has an ability of 26.6% while the remaining 73.4% is explained by other factors that are outside this model.

The calculation of the coefficient of determination of the second model obtained an Adjusted R Square value of 0.409 or 40.9%. The coefficient of determination shows a moderate category ($R^2 > 0.33$). It can also be interpreted that the ability of information quality and source credibility on social media through information adoption in preventing deviant sexual behaviour in PIKR groups in Palembang City is in the moderate category or has an ability of 40.9%. In comparison, the remaining 59.1% is explained by other factors that are outside this model.

The Effect of Social Media Information Quality on the Prevention of Deviant Sexual Behavior in PIKR Groups in Palembang City

Information quality refers to the meaning contained in a message (Yeap, 2014). It can be considered a critical determinant of information influence under conditions of interpersonal high elaboration, i.e., when a person has the ability to process the information conveyed in a message (Sussman and Siegel, 2003).

The results showed that the quality of information on social media has a significant influence on the prevention of deviant sexual behaviour in PIKR groups in Palembang City. The results of the analysis conducted in this study obtained a value of $t = 5.766$ with a significance of 0.000 ($p < 0.05$). This means that the better the quality of information about sexuality in social media, the more successful the prevention of deviant sexual behaviour in PIKR groups in Palembang City. The results

of this study differ from research conducted by (Budiman et al., 2020), which states that there is no significant influence between social media on increasing adolescent sexual behaviour. This is because other factors further influence adolescent sexual behaviour such as knowledge, physical maturity, other information media, parental influence, peers, social cognitive and other social factors.

However, the results of this study are in line with research conducted by Khwaja et al. (2020), which reveals that information with good quality will make users tend to believe in the information. It will affect user intentions in making decisions. Other research conducted by Saputra & Hartanto (2023) revealed that quality information on social media will make users understand the contents of the message conveyed so that user needs in terms of information will be met. Users who already have sufficient information about the dangers of covid 19 will influence user behaviour to comply with health protocols. This means that the results of the research revealed by previous researchers can be interpreted that the quality of information on social media in influencing user behaviour goes through different processes, so that other variables participate as intermediaries in the process of changing user behavior.

Quality sexuality information is information that has high accuracy, is available when needed, has relevance to needs, the content of information on sexuality is complete and has good presentation quality. Information on good sex education must be complete and intact, which includes reproductive health, gender-related insights, sexual rights, sexual satisfaction, gender diversity, and sexual violence. The results revealed that the majority of the PIKR group accessed sexuality information on reproductive health as much as 90.2%, understanding of sexual violence at 54.4%, insight and gender diversity were 43.6% and 33.8%, respectively, and the remaining sexual satisfaction was 27.9% and sexual rights 24.4%. This means that the sexual information accessed by PIKR groups is quite varied and balanced.

Good presentation of information is also part of the assessment of quality information. Social media has features to make information of good quality so that it can make it easier for readers to understand the content of the information. The results revealed that the majority of respondents accessed information about sexuality using social media: Instagram (76.7%), YouTube (74.9%) and TikTok (62.5%). These three social media have indeed become a trend used by teenagers today. When viewed from the features provided, such as the photo or video editing feature with a variety of interesting types, this social media is a means of displaying content with quality information.

Albert Bandura's social learning theory emphasizes that behaviour is learned through observation, imitation, and modelling and is influenced by cognitive and environmental factors. There are three main components in this theory, including observational learning, reinforcement and self-efficacy. Observational learning is the process of learning through observing the actions of others and the consequences of those actions. PIKR groups learn from the models they observe such as parents, peers, and influencers in social media. Accurate and complete information on sexuality in social media is able to display a model of behaviour and the consequences of deviant sexual behaviour entirely and clearly.

Sexuality information also needs to be presented in an exciting way to increase adolescents' attention and retention so that adolescents are more likely to imitate the desired behaviour. Sexuality information that contains the risk or impact of deviant sexual behaviour can provide concrete examples that adolescents can observe. In addition, sexual information provided at the

right time and relevant to the situation adolescents are experiencing can increase the likelihood of adolescents paying attention and remembering the behavioural models presented on social media.

In social learning theory there is reinforcement where actions are strengthened or weakened by the consequences that follow those actions. Sexuality information that highlights the negative consequences of deviant sexual behaviour, such as sexually transmitted diseases, can serve as negative reinforcement that can reduce the likelihood of deviant sexual behaviour. In addition, information that includes public recognition for adolescents who are active in PIKR groups can strengthen adolescents to avoid deviant sexual behaviour. Awards for adolescents who are active and competent in PIKR activities will usually be selected as GenRe ambassadors as a form of public recognition for these adolescents. This award will also indirectly increase self-efficacy in adolescents. Self-efficacy is an individual's belief in their ability to perform specific actions and achieve desired outcomes. Increased adolescent self-efficacy can contribute to the prevention of deviant sexual behaviour. Self-efficacy in adolescents can also be improved by providing information that empowers adolescents to make decisions to avoid deviant sexual behaviour. Information on how to resist pressure from opposite-sex relationships or communicate effectively with partners about personal boundaries can increase adolescents' confidence in real-life situations.

The Influence of Social Media Source Credibility on the Prevention of Deviant Sexual Behavior in PIKR Groups in Palembang City

The success of communication depends on trust in the source of information. Source credibility refers to the process of determining the source of information to be considered trustworthy by the audience (Metzger & Flanagin, 2013). Hovland (in Severin et al., 2014) states that messages coming from communicators with high credibility will be more effective in influencing attitude change than messages delivered by communicators with low credibility. Information coming from highly credible sources will increase the likelihood of behaviour change. The results revealed that the credibility of social media sources has a significant influence on the prevention of deviant sexual behaviour in PIKR groups in Palembang City. The results of the analysis in this study revealed that the value of $t = 4.797$ with a significance of 0.000 ($p < 0.05$). This means that the more credible the information in social media, the better the prevention of deviant sexual behaviour in PIKR groups in Palembang City.

This is in line with previous similar research conducted by Eldhia Fuady (2023), which states that source credibility affects student involvement in Deddy Corbuzier's YouTube channel. Thus, YouTube social media can be used as a medium to persuade users in persuasive communication. Someone can be more easily persuaded if the sources are credible. This is because the user or communicator's perspective can be more easily influenced if the source or communicator can be tested for credibility (Meiliani & Fuady, 2023).

Other research conducted by Lestari (2019) revealed that source credibility influences information adoption through the usefulness of information in the online group of UKM Airlangga University Surabaya. This can be interpreted as respondents do not see in advance where the source of the information comes from. However, the most important thing is that if the information is valid, then the respondent will immediately adopt it. Other research conducted by Majerczak and Strzelecki (2022) also revealed the same thing: Users with a tendency to share information that is considered essential or personal will make users have no opportunity to verify the source or evaluate

the information critically. However, it is different if users have more intention to share information so that they verify the information before publishing it to others.

Based on previous similar research, this means that user behavior is not only influenced by information from credible sources but there are other variables involved in the process of receiving information from social media. Bandura states that learning includes observation, retrieving information from what is observed, and making decisions about how to display that behaviour. A person will first observe the source of information they read before making a decision. Neil J. Saklind (in Lesilolo, 2018) explains that the learning process begins with attention. Information that comes from sources that are interesting, trusted and have expertise will be used as a role model by the audience. This will cause strong attention from the audience so that there will be a change in behaviour.

Sources of information that come from someone who is an expert in the relevant field are considered more credible and trustworthy. When adolescents observe information from an expert source, they are more likely to imitate the suggested behaviour because they believe the information is based on solid knowledge and experience. Sources of information that are perceived as honest will increase adolescents' trust and confidence, enabling adolescents to accept and apply the information provided. When adolescents trust the source of information, they will be more open to observing and imitating the suggested behaviour. Adolescents also tend to imitate behaviours from sources that are considered attractive or idolized. Suppose information on safe or healthy sexual behaviour is delivered by someone who is admired. In that case, adolescents are more likely to follow the behaviour.

Source credibility, which includes expertise, trustworthiness, and attractiveness, plays a vital role in observational learning, reinforcement, and increasing adolescents' self-efficacy in social learning theory. Credible information helps PIKR groups understand and avoid deviant sexual behaviour through observation of recommended behaviours, positive and negative reinforcement, and increased confidence in making the right decisions.

Influence of Information Quality and Source Credibility of Social Media on Prevention of Deviant Sexual Behavior in PIKR Group in Palembang City

One of the impacts of messages delivered through social media is behavioural impact. Behavioural impact in communication refers to actual actions that can be observed, including patterns of activity, action, or habits of behaviour (Ambar, 2018). In this study, deviant sexual behaviour can be measured through sexual behaviour such as kissing, necking, petting, intercourse and masturbation/masturbation in adolescents.

The results showed that the results of the F test counted $53.346 > F$ table 3.876 with a significance value of 0.000 ($p < 0.05$), which means that the quality of information and the credibility of social media sources simultaneously affect the prevention of deviant sexual behaviour in PIKR groups in Palembang City. The coefficient of determination test results shows that the quality of information and the credibility of social media sources can influence the prevention of deviant sexual behaviour variable by 0.276 (26.6%). In comparison, the remaining 0.734 (73.4%) is explained by other variables besides the independent variables in this study. These results also explain that the strength of the influence of information quality and credibility of social media sources on the prevention of deviant sexual behaviour is in the weak category. This weak influence is due to the effect of information quality and source credibility partially or individually on user behaviour that

has been described in the previous subchapter through different processes. Hence, other variables need to be studied to see differences in direct and indirect effects on deviant sexual behaviour. This can also be seen from some previous studies that other studies have conducted.

Research conducted by Lestari (2019) states that the quality of the argument and the credibility of the source mediated by the usefulness of information influence the adoption of information in the online group of the Airlangga University Surabaya student activity unit. However, this study did not directly measure the information usefulness variable because the researcher assumed that the PIKR group definitely needs sexual information to carry out its activities in providing adolescent education about sexuality.

The results of other research conducted by Abedi et al. (2020) stated that the quality and credibility of electronic word-of-mouth (eWOM) information through information adoption influences a person's behaviour. Information on social media that is quality and credible will affect the user's cognitive process, which will then have an impact on the actions that users take. Bandura states that learning includes observation, retrieving information from what is observed, and making decisions about how to display that behaviour. Someone will first make observations of the sources of information they read before someone makes a decision (Lesilolo, 2018).

The link in this study is that if information about sexuality from social media received by PIKR groups is of good quality and comes from credible sources, it will increase the knowledge and motivation of PIKR groups. It is expected that PIKR groups will be able to make decisions that can benefit themselves. Conversely, suppose the information received is not of good quality and comes from an unreliable source. In that case, the information is not able to help PIKR groups in making appropriate and effective decisions.

Bandura believes that human action is based on factors that interact with each other, namely cognitive/personal factors, environmental factors, and behavioural factors. In this study, cognitive factors are the factors that need to be tested, namely how respondents need to adopt information about sexuality on social media in influencing the prevention of deviant sexual behaviour. Environmental factors in the PIKR group are shown by the interaction of fellow PIKR groups with parties who provide education and counselling on sexuality. The results of the study evidence that 77.5% of respondents have received education about sexuality directly either from the PIKR group itself, Genre / Duta Genre, the government or other parties.

The Influence of Information Quality and Social Media Source Credibility through Information Adoption on the Prevention of Deviant Sexual Behavior in PIKR Groups in Palembang City

The Information Adoption Model developed by Sussman and Siegal (2003) reveals that a person's adoption of information can be influenced by two message routes: the central route derived from information quality and the peripheral route derived from source credibility. The usefulness of information perceived by a person will mediate the relationship between information quality and source credibility. This process will make someone adopt information from social media so that it will form a behaviour.

Each individual has a different information adoption process even though it comes from the same information, so it is necessary to have good quality information so that the message conveyed in the information can be adequately understood. Unqualified information will cause the perception of the person reading to be wrong and cause behaviour that is not in accordance with the intent of the message conveyed to the information. In addition, it is also necessary for someone to be able to

provide transparent and credible information so that they can be used as a role model or primary source of information by the audience.

Every individual has one or more role models in their life that they look up to and draw inspiration from. These role models can come from family, friends, public figures, or even influencers encountered on social media. Sometimes, from these people, we try to imitate their behaviour or maybe take some positive things that can be learned through interactions on social media. Everyone has the criteria to make someone a role model. Role models who have expertise attractiveness and are trusted can be used as credible sources of information. According to Hovland (in Severin et al., 2014), messages delivered by communicators with high credibility will be more effective in influencing changes in recipient attitudes than messages from communicators with low credibility.

In this study, information about sexuality on social media is needed by PIKR groups to protect themselves and to educate adolescents about sexuality. Therefore, PIKR groups need quality information and credible sources so that PIKR groups are able to adopt the information correctly. This is necessary so that PIKR groups do not develop deviant thoughts about sexual behaviour and can educate other adolescents properly.

The results of the study state that the quality of information and the credibility of social media sources have a significant effect on the prevention of deviant sexual behaviour through information adoption. This is evidenced by the results of the analysis of the total path coefficient value of the effect of social media information quality through information adoption on the prevention of deviant sexual behaviour is 0.181 greater than the path coefficient value on the effect of information quality on the prevention of deviant sexual behaviour of only 0.178. The total path coefficient value of the effect of source credibility on the prevention of deviant sexual behaviour through information adoption is 0.161, which is greater than the path coefficient value on the effect of source credibility on the prevention of deviant sexual behaviour, which is only 0.119. Information adoption is able to increase the strength of the influence of source credibility and information quality on the prevention of deviant sexual behaviour in PIKR groups in Palembang City. The coefficient of determination test results revealed that the strength of influence increased by 40.9% from the previous 26.6%. The test results also show that the strength of the influence that previously only had a weak effect has changed to moderate.

The PIKR group tends not to engage in deviant sexual behaviour after adopting information about sexuality on social media. Information about sexuality, if delivered clearly and comes from a credible source, will increase trust, confidence and reinforcement in adolescents so as to produce a positive impression and allow the formation of information adoption. Someone who has adopted information about sexuality well will tend to have good knowledge, be motivated and be able to make the right decisions in determining sexual actions or behaviours so that they contribute to preventing deviant sexual behaviour. It can also be interpreted that the information adoption process is a learning process, which is a knowledge transfer process where the recipient of the information processes the knowledge and its meaning (Kinasih, 2019).

In line with research conducted by Yusuf Hamdi (2021) shows that the use of social media can predict deviant sexual behaviour and knowledge about reproductive health. The study also found that male adolescents with low reproductive health knowledge tend to adopt deviant sexual behaviour. Conversely, adolescents with good knowledge of reproductive health tend to avoid deviant sexual behaviour.

Research conducted by Pratiwi et al. (2023) showed that exposure to information about stunting on social media has a significant impact on stunting prevention behaviour in mothers who have toddlers. In contrast to this study, researchers added that not only exposure to information on social media alone can influence a person's behaviour but must also be balanced with quality information and credible information sources. Sexuality information on social media must go through the information adoption stage first and then form into a behaviour.

This is also in line with research conducted by Sumarni et al. (2023) revealed that there is an influence of social media on pornography with sexual behaviour in adolescents. Meanwhile, research conducted by Athiutama et al. (2023) also revealed that there is a significant influence between the use of social media and adolescent health behaviour. However, previous studies did not explain in detail the pathways through which information on social media can be received and ultimately shape behaviour, so this study is a novelty from previous studies that have been conducted.

This research is in line with the social learning theory popularized by Bandura, who argues that humans can learn by observing their social environment without having to take any action. Learning occurs through observing the behaviour of others, known as vicarious learning. By watching others, a person gains attention, forms mental images, recalls information, analyzes it, and makes judgments that impact their learning. Bandura argues that learning is not solely dependent on reinforcement. While it can be helpful, reinforcement is not a necessity for learning. Human learning comes mainly from looking at models, and these insights are continually reinforced (Lesilolo, 2018).

According to social learning theory, reinforcers are objects that have motivating properties. Humans can predict when reinforcers will appear in certain scenarios, and this first anticipatory behaviour becomes the foundation for various stages of development. Although people cannot see the future, they can predict the impact of their actions based on what they have learned from the positive and negative experiences of others, even if they do not personally experience the event. Therefore, learning in this model involves a person's cognitive processes and not just imitating but adapting to the actions of others. The characteristics of modelling are very influential in a person's cognitive process. Models with higher status or more competent are preferred over those with weaker status. When acting, humans are aware of what they can and cannot imitate. Naturally, people expect beneficial results from modelling in some way.

Reinforcement serves as a source of information and motivation. It has an informative aspect, meaning that the act of reinforcement and the process provide individuals with clues about the most adaptive behaviours. Humans behave with a specific purpose, and through experience, they learn the expected outcomes, which helps them anticipate behaviours that will increase their chances of success. Thus, an understanding of the consequences of certain behaviours can increase the effectiveness of learning programs.

Based on the assumptions of social learning theory, information adoption is a person's cognitive process in assessing sexual information on social media. The PIKR group will quickly adopt information if the source of information has high status or is competent and has good information quality so that the PIKR group is able to learn and can see the future by anticipating the consequences that will arise from sexual behaviour experienced by others on social media without directly undergoing the experience itself. So that by understanding sexuality information on social media well, the PIKR group will be able to prevent deviant sexual behaviour.

A critical assumption in Albert Bandura's social learning theory that needs to be discussed is reciprocal determinism. According to this concept, sensory input at the most basic level does not directly produce behaviour without being influenced by the contribution of human consciousness. This system suggests that human behaviour is the result of the interaction between three variables: environment, action, and personality. The essence of reciprocal determinism is that humans process information obtained from models and then form symbolic representations of behaviour through the learning process.

This assumption may be a weakness in this study because the contribution of the PIKR group environment has a reasonably vital contribution. From the results, there is still a 59.1% contribution from other variables outside of this study. The results of the study also revealed that 77.5% of the majority of PIKR groups had received education face-to-face about sexuality. The environment of the PIKR group that has received face-to-face education both from the PIKR group itself and from other parties is one of the other factors that influence the behaviour and personality of the PIKR group regarding their views on sexuality. In future research, it is necessary to conduct research on other adolescent populations or samples outside of the PIKR group to avoid the influence of the PIKR group environment itself.

The study of social learning theory as the grand theory in this research, which is explained through the information adoption model, makes this research a novelty from previous research. The theory is feasible to apply to the problems in this study. It is evident from the results that the influence of information quality and source credibility through information adoption on the prevention of deviant sexual behaviour in PIKR groups has a more substantial influence contribution, so in its application, it is necessary to improve the cognitive process of adolescents in order to be able to adopt information properly. Adolescents must be able to process the knowledge and meaning conveyed from sexual information on social media properly to avoid errors in interpreting information before taking action or engaging in sexual behaviour.

CONCLUSION

The results showed that the quality of social media information has a significant influence on the prevention of deviant sexual behaviour. Measurement of this variable is carried out using five indicators, namely accurate, timely, relevant, complete, and presentation of information. The first hypothesis, stating that information quality has a significant effect on deviant sexual behaviour, is accepted based on the data obtained. In addition, the credibility of social media sources is also proven to have a significant influence on the prevention of deviant sexual behaviour. This credibility is measured through three indicators, namely expertise, trustworthiness, and attractiveness. The second hypothesis, stating that source credibility has a significant effect on the prevention of deviant sexual behaviour, is also accepted. This study also found that information quality and credibility of social media sources simultaneously have a significant effect on the prevention of deviant sexual behaviour. However, the strength of this influence is in the weak category, with a percentage of 27.6%. This supports the third hypothesis, which states that the two variables together have a significant effect. Furthermore, the study shows that the quality of information and credibility of social media sources through information adoption influence the prevention of deviant sexual behaviour. This influence is in the moderate category with a percentage of 40.9%, supporting the

fifth hypothesis, which states that the two variables through information adoption have a significant effect.

This study has several important implications. First, information providers on social media need to ensure that the information presented is accurate, timely, relevant, complete, and well-presented to help prevent deviant sexual behaviour among adolescents. Second, information sources should strengthen credibility by demonstrating expertise, building a trustworthy reputation, and having sufficient appeal to increase user trust. Third, it is essential to design information dissemination strategies that ensure the adoption of quality and credible information by the target audience because the adoption of social media information has a moderate influence on the prevention of deviant sexual behaviour. Fourth, PIKR programs in Palembang City can use social media as the primary tool for education and prevention of deviant sexual behaviour, with a focus on improving the quality and credibility of information.

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