

Analysis of Women's Perception of Fiesta Contraceptives in Employees of PT. Pustaka Insan Madani

Andanti Kartika Puteri¹, M. Nastain², Nur Siva^{3*}

Fakultas Ilmu Komunikasi dan Multimedia, Universitas Mercu Buana
Yogyakarta

Corresponding Author: Nur Siva, 210710009@student.mercubuana-yogya.ac.id

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ABSTRACT

One of the important things in the communication process, especially in Public Relations activities, is to understand the perceptions of the interlocutor. This study aims to see how the perceptions held by women regarding the same object, namely the Fiesta contraceptive device, with different backgrounds. This qualitative descriptive research collects data using interviews and documentation methods. The interviews involving 24 informants used direct, closed and informal interview techniques. Based on the 3 main components forming attitudes, namely cognitive, affective and conative components, then analyzed based on Perception Theory, this study concludes that differences in conditions, and one's background influence one's perceptions of one object, and in this study, conditions the most influential is marital status.

INTRODUCTION

In Indonesia, contraceptive products are widely sold freely and are easy to find in many convenience stores and shopping centers. Starting from Durex, Sutra and Fiesta, these three brands are the most widely found contraceptive brands. The three brands both have their own product advantages. When viewed from the completeness of the product, one of the interesting things that is quite different from other contraceptive products is Fiesta, which offers product innovations with various colors, flavors and aromas, with the aim of fulfilling pleasant sexual satisfaction, in accordance with the tagline owned by Fiesta, "safety can be fun".

Along with the collection of data related to this research, it was also found that the name Fiesta is not only famous as a brand of contraceptives, but also widely known as a brand of processed food products produced by PT. Primafood International which is located in Semarang, namely Fiesta Chicken Nugget. It has the same name, with the same spelling and writing, but it turns out that the name Fiesta is used as a trademark for two different products. This can be due to having diverse backgrounds and characteristics. These differences in characteristics and backgrounds then result in different perceptions.

Perception is a person's way of understanding and giving meaning to the stimulus provided by the five senses regarding an object (Fahmi, 2020). A person's perception of a particular object as in this case is a contraceptive device obtained through the process of intrapersonal communication. Intrapersonal communication is the process of interaction between the mind and the stimulus provided by the five senses (Rahmania, 2019). This communication occurs when a person is thinking, contemplating, considering, and when a person is processing information. This is in line with what Wood said that perception is the most basic communication when a person interprets objects that are communicated with oneself and with others (Br Sembiring & Oktavianti, 2021).

According to Fishbein & Ajzen, what is understood by the brain will be the basis for a person to have thoughts about something (opinion) and the thoughts and opinions that they have will be the basis for the commands sent to the brain to determine what attitudes and behaviors to do (Faturachman, 2009). Therefore, the positive and negative perceptions possessed by a person will affect the good and bad thoughts and behaviors of a person.

Nadiani explained several aspects related to perception, namely the cognitive aspect related to the level of knowledge that a person has about an object, affective about the feelings they have towards the object, and conative, which is the aspect that includes decision-making and attitudes towards a certain object (Nathasia & Sukendro, 2022).

The perception that will be researched in this study will be limited to the perception that is specifically owned by women, staff in the Department of Finance and Accounts Receivables of PT Pustaka Insan Madani which happens to be filled only by female employees. PT Pustaka Insan Madani itself is a company that started as a book manufacturer and publisher, especially regarding books related to education, now PT Pustaka Insan Madani has spread its wings

in the field of educational equipment products. Not only that, the products sold can also be used to meet the needs of tools, offices, businesses and households.

Researchers are interested in exploring women's perceptions because in November 2021, the National Center for Biotechnology uploaded a health journal entitled "Journal of Clinical Medical - Women and Men's Perspectives on the Factors Related to Women's Dyadic Sexual Desire, and on the Treatment of Hypoactive Sexual Desire Disorder". The article reveals that with the perspective possessed by women, it is possible for women to experience HSDD or a condition where women have high sexual desire. When viewed from the anatomy of the human body with the naked eye, more sexual stimulation points are possessed by women than by men. So that women's sexuality experience and satisfaction are higher (Friedmann & Cwikel, 2021).

In addition to aiming to understand how women's perception of Fiesta contraceptives as one of the tools used in sexuality activities, in this study will also be seen the nature of the binary Fiesta trademark name, namely having more than one product, which Fiesta name is more attached in the minds of the resource persons who are women who have worked, whether Fiesta is a trademark of a contraceptive device or as a trademark of a processed food product. From that process, it can also be seen how deep the perception and understanding of women in the Ministry of Finance and Debt and Receivables, PT Pustaka Insan Madani has regarding the Fiesta contraceptives.

LITERATURE REVIEW

Perception comes from Indonesian which is an absorption of the English words "perception" and "percipio", which means the arrangement, identification, and translation of information received through the five human senses to gain understanding and understanding of the surrounding environment (Hasanah et al., 2024). Perception is the result of the interpretation of something that is captured by the five senses, this interpretation exists because there is a phenomenon or event that causes the interpretation to occur. The interpretation of a phenomenon or event occurs through capture by the five senses, which then the stimulus can produce different in each individual.

The five senses are a tool to connect individuals with the world that exists outside them, so that the five senses help individuals to perform an action. Each individual can have different perceptions so that it can produce positive perceptions and negative perceptions that will later affect individuals to act. According to Mulyana (2000), perception is the core of communication, while interpretation is the core of perception, which is synonymous with decoding in the communication process. Furthermore, Mulyana stated that perception determines the selection of a message and ignores other messages. According to Rakhmat (2005), perception is the experience of objects, events, or relationships obtained by inferring information and interpreting messages. Perception is giving meaning to sensory stimuli. Based on the various definitions of perception above, in general, perception can be defined as the process of giving meaning, interpretation of stimuli and sensations received by individuals, and greatly influenced by internal and external factors of each individual (Arifin, et al., 2017).

So it can be seen that perception is the result of the stimulus obtained by the five senses through various existing events and phenomena, which then the stimulus is interpreted as a perception, and it is this perception that results in a positive or negative action from each individual.

Perception Theory will help in explaining that differences in a person's condition and background have an influence on the perception they have about an object. The concept of perception theory provides insight into how we interpret information from the surrounding environment (Hasanah et al., 2024). Nadiani explained several aspects related to perception, namely the cognitive aspect related to the level of knowledge that a person has about an object, affective about the feelings they have towards the object, and conative, which is the aspect that includes decision-making and attitudes towards a certain object (Nathasia & Sukendro, 2022). The three main components of attitude formation are cognitive, affective and conative components which will later produce different actions or interpretations from each individual.

METHODOLOGY

This research is qualitative descriptive to explore and find as much information as possible about one object without comparing or having other objects will then be analyzed on the basis of existing theory, so as to produce a descriptive analysis (describe) one object with an in-depth elaboration (Nurhadi, 2015).

The line of thinking adopted in this study is inductive which is carried out by looking for the data needed from the speakers with several guidelines. All collected data will be collected and presented in the form of simple numerical figures to make it easier to see the results of interviews globally by mapping the tendencies of the opinions of the sources based on the thoughts and opinions of the researcher without using absolute instruments with a purely subjective nature of the researcher.

This research model will feel like a mixed method research at first glance. However, in fact, this research is a qualitative research because in the presentation of numerical data, discussion, and conclusions, all of them are purely produced from the analysis and subjective point of view of the researcher.

The resource persons whose perceptions will be researched have various criteria needed to complete this research, namely late adolescents (ages 17-25 years) and early adults (ages 26-35 years) both married and unmarried, diplomas and bachelors as well as high school or vocational graduates, as well as Muslims and Catholics.

To collect data in this study, researchers conducted interviews and documentation. Interviews are a question and answer process between researchers and resource persons to get the information needed. This research interview was conducted in person, behind closed doors, and was informal. The goal is to provide comfort and freedom for the speakers to speak. The answers given by the resource persons to the questions asked were classified into three types, namely positive, negative, and neutral. Meanwhile, documentation is carried out by recording the interview process which is carried out to collect information from the source (Warsah & Daheri, 2010).

The data analysis process goes through three stages, namely data reduction which is carried out by sorting, sorting, and simplifying the information collected in the research process. The data is then presented in a concise form, so that all data can be presented properly, completely, and in a coherent manner. This stage is called data presentation. The last step taken in the data analysis process is to draw conclusions based on the recording carried out since the beginning of the research, then observation of the data that has been presented and based on the theoretical basis used in the research (Pradono et al., 2018).

RESULT AND DISCUSSION

The results of the interviews with the resource persons on May 30 – June 6, 2023 are as follows:

Figure 1. Recap of Interview Responses

No	Pertanyaan	RA			DA			M			BM			K			TK			Isl			Ktk			P	NG	N
		N1	N2	N3	N4	N5	N6	N7	N8	N9	N10	N11	N12	N13	N14	N15	N16	N17	N18	N19	N20	N21	N22	N23	N24			
I	KOGNITIF																											
1	Apa yang Anda pikirkan pertama kali ketika mendengar kata "Fiesta"?	NG	NG	N	NG	P	P	P	P	P	NG	P	NG	NG	NG	P	NG	P	NG	NG	NG	NG	NG	N	N	8	13	3
2	Apakah Anda tahu mengenai alat kontrasepsi Fiesta?	NG	NG	P	NG	P	P	P	P	P	NG	P	NG	NG	P	P	NG	P	N	N	P	NG	P	P	P	14	8	2
3	Apakah Anda pernah melihat atau berinteraksi dengan alat kontrasepsi Fiesta?	NG	P	P	NG	P	P	P	P	P	N	P	P	N	NG	P	N	P	N	NG	N	N	N	N	NG	11	5	8
II	AFEKTIF																									0	0	0
1	Apa pendapat Anda mengenai alat kontrasepsi Fiesta?	NG	P	P	P	P	P	N	P	P	NG	P	NG	N	N	P	P	P	NG	NG	P	P	P	N	N	14	5	5
2	Bagaimana pendapat Anda apabila Anda mengetahui seseorang membeli atau menggunakan produk tersebut?	NG	P	N	N	P	P	N	P	P	NG	NG	N	N	N	N	N	P	N	N	N	N	N	N	P	7	3	14
3	Apa kesan pertama yang Anda miliki mengenai produk alat kontrasepsi Fiesta?	P	P	N	P	P	P	N	P	P	P	N	NG	N	N	N	N	N	P	N	P	N	N	P		11	1	12
III	KONATIF																									0	0	0
1	Apabila dikemudian hari atau saat ini, apakah ada kemungkinan Anda menggunakan produk tersebut?	NG	N	NG	N	N	P	P	N	P	N	NG	N	N	N	N	N	N	N	N	NG	N	NG	NG	N	3	6	15
2	Apakah Anda akan merekomendasikan produk tersebut kepada orang disekitar Anda?	NG	N	N	P	N	N	P	N	P	N	NG	NG	N	NG	P	N	N	N	N	NG	N	NG	NG	P	5	7	12
3	Apabila Anda suatu ketika diberikan produk tersebut secara gratis, apakah Anda bersedia menerimanya?	NG	N	NG	P	P	P	P	NG	P	N	NG	NG	NG	N	N	N	N	N	N	NG	N	NG	NG	P	6	9	9
P		1	4	3	4	7	8	6	6	9	1	4	1	0	1	5	1	5	1	0	3	1	2	1	5			
NG		8	2	2	3	0	0	0	1	0	4	4	6	3	3	0	2	0	2	3	4	2	4	3	1			
N		0	3	4	2	2	1	3	2	0	4	1	2	6	5	4	6	4	6	6	2	6	3	5	3			

RA : Remaja Awal BM : Belum Menikah  : Negatif (NG) K : Kuliah
DA : Dewasa Awal Ktk : Katholik  : Netral (N) TK : Tidak Kuliah
M : Menikah Isl : Islam  : Positif (P) N1-24 : Narasumber 1-24

Source: Research Documentation (2023)

Based on the results of the study, the research data obtained are as follows:

Figure 2. Calculation of Interview Results

No	Kriteria Narasumber	Kognitif			Afektif			Konatif			Hasil Dominan
		P	NG	N	P	NG	N	P	NG	N	
1	Remaja Akhir	3	5	1	5	2	2	0	5	4	NG = 12 (44%)
2	Dewasa Awal	6	3	0	8	0	1	5	0	4	P = 19 (70%)
3	Menikah	9	0	0	6	0	3	6	1	2	P = 21 (78%)
4	Belum Menikah	4	4	1	2	5	2	0	5	4	NG = 14 (52%)
5	Kuliah	4	4	1	1	0	8	1	2	6	N = 15 (56%)
6	Tidak Kuliah	3	3	3	4	1	4	0	0	9	N = 16 (59%)
7	Islam	0	7	2	1	4	4	0	3	6	N = 14 (52%)
8	Katholik	3	2	4	3	0	6	2	6	1	N = 11 (41%)
Hasil Dominan		P = 33 (46%)			P = 32 (44%)			N = 36 (50%)			

Source: Research Documentation (2023)

Women's Perception of Age Difference Criteria on Fiesta Contraceptives

Resource persons with age level criteria are divided into 2 more specific criteria, namely resource persons with an age range of 17 – 25 years old categorized as late adolescents and 26 -35 years old as early adults. With a result of 44%, the final adolescent resource persons gave opinions that were biased towards negative results regarding the Fiesta contraceptives, ranging from cognitive, affective, to conative aspects. However, on the contrary, early adult speakers obtained 70% positive results.

Late-adolescent speakers tend to be restless, hesitant, worried, and embarrassed when they want to talk about something related to sexuality, even when mentioning the terms. The knowledge they have about Fiesta contraceptives is still limited, even they feel disturbed or uncomfortable during the interview process. As experienced by resource person 1 (YC), when answering the question "*What do you know about Fiesta contraceptives?*", resource person 1 replied "*The tool used is yaaa gitu laaahh*". Even interviewee 1 also mentioned his surprise at people who dared to use Fiesta contraceptives.

In contrast to the early adult resource persons who were much more relaxed during the interview process. One of the prominent things that can be seen from early adult speakers is having more knowledge about sexuality, especially contraceptives. They can view the contraceptive based on its function, rather than the social views or stigma attached to the object, such as respondent 6 (MM) when responding to the question of how to know if someone is buying and using Fiesta contraceptives

"Um, it doesn't matter. It's just good. So he has awareness for eee meaning he has awareness like oh I know like when I'm in a relationship, what is the impact, so he prevents that impact. It's good there. They have such an awareness". (Resource Person 6, Early Adulthood, May 30, 2023)

From these late adolescent and early adult resource persons, it can be analyzed that age differences can also affect the mindset to shape the perception they have and the decisions that will be taken in the future.

Women's Perception of the Different Criteria of Marital Status on Fiesta Contraceptives

Unmarried interviewees had a negative tendency of 52%, while married interviewees got the highest results compared to all other criteria, which was positive at 78% and could see contraceptives in terms of their objects and uses. When viewed from the table of interview results presented with color indicators, in the married interviewees, the colors produced are dominated by green and yellow, which means that the answers given are mostly positive and neutral. There was only 1 answer that was rejected, namely in the conjunctive part, the interviewee refused to use the Fiesta contraceptive because they had their own preferences in terms of determining the type of contraceptive to be used.

The unmarried resource persons actually have knowledge about the Fiesta contraceptives, but the knowledge they have is not in line with the views or norms or general social and cultural values that they believe in. Resource person 10 (AL) is of the opinion,

"Absolutely what, for.... Yes, maybe in our country, that's a bit of a sense. But if it's outside, it's already a normal thing. Yowes so maybe one day we will find a condom kii yowes It's just oh that's it, but if it's in Indonesia, maybe you will think yes, in a negative direction". (Resource person 10, Unmarried, June 2, 2023)

From the guidelines of social norms, they also argued that the limited use of contraceptives, otherwise, could have a negative impact, such as the answer of resource person 11 (AI) who said,

"It's age-limited. Like, but actually because now school children are afraid to buy a toy. so it's like risky, that's why it's like that. For example, if you buy something like buying oil, you have to use Kareena's ID card (laughs), yes, that's it. Yes, it's their rights, they like it. But yes, kosek lah, rabi sek (laughs again)" (Resource Person 11, Unmarried, June 2, 2023)

Resource person 12 expressively said that he could be in trouble in his family if he was caught having contraception, which in their view, was not yet the time for Resource Person 12 to have such an object because of his unmarried status. Meanwhile, married resource persons such as resource person 7 (WIO) and resource person 9 (JDK) stated that

"All I know? Yes, contraceptives, to protect against pregnancy", "Eeemm, she to secure means for eee contraceptive aids ee apa yo, control yoo number of births". (Resource person 7, Married, June 2, 2023)

Resource person 9 also clarified that his attitude and knowledge were due to his married, mature and experienced personality. Almost all married speakers agreed to be willing to accept the Fiesta contraceptives firmly, even though it was still interspersed with joking laughter. Resource person 9 also emphasized that the view about contraceptives is no longer about right and wrong, but about a need.

Women's Perception of the Different Criteria of Education and Religion in Fiesta Contraceptives

The yellow pattern in the summary table of research results is indeed the most in the criteria section of the education and religious level. The resource persons on this criterion also gave diverse opinions, there were acceptance and rejection. However, the most dominant answer to these two criteria of the interviewees was a neutral answer.

Many of the speakers argued that contraceptives can be used by anyone who needs or wants to use the product. The knowledge possessed by the interviewees is that they understand or have knowledge about contraceptives, however, they are not specific to contraceptives with the Fiesta trademark.

With the attitudes and opinions possessed by the speakers, it finally also influenced the conative component, where the speakers were asked about their willingness to use, receive, and recommend Fiesta contraceptives. They did not immediately accept or reject Fiesta contraceptives, but the interviewees were willing when they felt they should use the product.

From this side, it can be seen that their religious and educational background does not limit their decision to know, possess or use Fiesta contraceptives, it is just that it provides guidelines for them to behave, act, and make decisions in accordance with the knowledge and applicable regulations that they have and know.

Legality or Status is Important for Women

One of the things that was obtained from the analysis of the results of the interviews that have been carried out is that for women, legality, status, legal certainty, are important. This is corroborated by the findings:

1. 50% of the interviewees when asked a question that contained a conative component, namely the possibility and willingness to use, receive and recommend Fiesta contraceptives for themselves and others, expressed their opinion that they were willing to use, receive, and recommend Fiesta contraceptives when they were married.
2. There are 8 criteria for resource persons in this study, such as the criteria for late adolescence and early adulthood, the criteria for marital status, namely married or not, the level of education for the resource persons who attend college or not, and also the criteria for Islamic and Catholic religions. Their marital status, legality, and legal certainty make them feel more free and not worried about being mistaken when they have to express their opinions on sensitive matters related to sexuality.
3. Some of the speakers when answering questions on the affective component were "What do you think if you know someone buys or uses

the product?" have the same answer, that is, they will feel fine when in their view and opinion the person who buys or uses Fiesta contraceptives 'looks' to be married. And conversely, when the person looks young and is considered to have not looked like a person who has a family, there will be a negative view and a feeling of discomfort there.

Things that Come to Mind about the Fiesta

What often happens in these interviews is that when the interviewees get the first question of the conative aspect of what they think of when they hear the word Fiesta, then they have a tendency to immediately answer "chicken nugget" which is one of the products of Fiesta fast food and also a more general object of conversation.

What makes the researcher able to draw another conclusion from the answers of these interviewees is that, when the interviewees answer chicken nuggets but are followed by expressions of amusement, shyness, holding back laughter, or even laughing out loud, which indicates that what they actually think of Fiesta is not only a brand of fast food, but also leads to other things that they are still reluctant to mention at the beginning of the interview process or can be said to avoid topics of conversation around these sensitive and limited matters.

From the data obtained, in the cognitive component of the Fiesta contraceptive device, it was found that the resource persons who had knowledge of the Fiesta contraceptive reached 44% of the total resource persons involved. The second position was occupied by 39% of the resource persons who did not have knowledge about Fiesta contraceptives and the rest were neutral or only knowledgeable about Fiesta contraceptives.

The highest cognitive level was occupied by the resource persons with the criteria of being married, which was 100%. Meanwhile, the criteria for resource persons with the lowest cognitive level are resource persons with 0% Islamic religion. Resource persons with Catholicism tend to have a neutral opinion, while resource persons with any level of education, college or not, have average knowledge of Fiesta contraceptives. The number of sources who know is as much as the number of sources who do not know.

Behavior or Attitudes Seen During the Interview Process

There are many behaviors and body language and facial expressions shown by the interviewees during the interview process, but the most common expressions and body language are the interviewees who laugh a lot and are shy. On the sidelines of the conversation between the researcher and the interviewee, sometimes there was laughter from the interviewees, embarrassed expressions such as the interviewee turning his face away to distract his attention, covering his face with both palms, and facial expressions that showed expressions of embarrassment mixed with hesitation. Body language, attitudes that arise during the interview process due to the topic of conversation are considered very sensitive, where not everyone feels comfortable, open freely, or even willing to discuss the topic.

Analysis on the Feelings and Emotions of the Resource Persons on the Fiesta Contraceptive Device

This affection or affective is the first process that occurs after cognition, which is the knowledge that is possessed about objects. The data generated from this study showed that 89% of the early adult criteria respondents emotionally did not reject the existence of the Fiesta contraceptive device. On the other hand, the resource persons who refused came from the unmarried category of resource persons, namely 56%, while the resource persons who had feelings of emotional neutrality towards the Fiesta contraceptive were resource persons with diploma and undergraduate education levels (college) with data of 89%.

The results of data acquisition in this affective component show that positive and neutral sources show the same data, which means that emotionally, the interviewees are more likely to accept or neutral (not disturbed) by the existence of this Fiesta contraceptive device. Positive and neutral results both obtained 42% of the total data of the source.

Analysis on the Actions and Decisions of Resource Persons on Fiesta Contraceptives

Consistently, there were 50% of the interviewees who were neutral about the possibility, acceptance, and willingness to accept Fiesta contraceptive products based on their own considerations.

Married resource persons were recorded as resource persons who conactively received Fiesta contraceptives with 67% data. Meanwhile, with the same data obtained, as many as 67% of the sources with Catholic religious criteria refused to accept, use or even recommend this product. The resource persons with the criteria of not attending college, with the SMA/K/MA education level which has 100% neutral data on the acceptance of this Fiesta contraceptive device.

Some of the speakers who rejected argued that they did not consider Fiesta as one of the products that could be used to carry out family planning (Family Planning) programs while others refused because of awkwardness and taboos. For the resource persons who have a neutral opinion, all of them are of the opinion that they may or may not use the product. This is based on future needs. However, they do not rule out the possibility that one day they will need this Fiesta contraceptive device. The speakers were also neutral on the possibility of recommending this product to others.

CONCLUSIONS AND RECOMMENDATIONS

The topic of sexuality, especially in Indonesia, is still very taboo to discuss in general. This happens because this topic is closely associated with negative impressions that clash with existing social norms and develop in society. Things about sexuality can be seen as violating immoral norms in Indonesia because they are considered inappropriate, taboo, and limited. Only people with certain conditions are considered worthy to talk about it, namely people who are officially bound by marital status, who are the ones who are considered to be allowed to have sexual relations officially and not violate the rules. Although actually, conversations related to sexuality are not only about intimate organs and about sexual relations, but can be about other things such as health and

general knowledge that actually needs to be known by everyone, especially for adults. Therefore, it is necessary to create space for healthy and educational discussions about sexuality so that society, especially adults, can gain accurate and comprehensive understanding without violating prevailing social norms.

FURTHER STUDY

Further study can explore effective strategies for promoting open and respectful conversations about sexuality in culturally sensitive contexts, as well as assess the impact of sexuality education on public awareness, attitudes, and health outcomes in Indonesian society.

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