

ABSTRACT

The trend of young mothers creating parenting content has been widely on social media, making it easy for parents and prospective parents to obtain adequate digital literacy. The phenomenon of parenting is an interesting topic for parents and prospective parents. Parenting is a way for parents to care, maintain, guide and train a child to become independent. The purpose of this study is to analyze how audiences' understanding and acceptance in perceiving parenting in vlogs on the Ricis Official YouTube channel. This research was conducted qualitatively using Stuart Hall's reception analysis. The research subjects are experts and laypeople who have watched Ricis Official's vlog shows on YouTube, and the object of research is the parenting vlog "MOANA NAIK JETSKI Pertama Kali.. Ditinggal Ditengah Laut..!" on the Ricis Official YouTube channel. From the results of interviews conducted by researchers, the researchers obtained one audience position, namely the hegemonic dominant position. This position is taken from the statements of each informant to the questions the researcher has asked, where the five informants are in line and agree that Ria Ricis' parenting in the vlog can endanger Moana's safety.

Keyword: *Reception Analysis, Parenting, YouTube, New Media*