

ABSTRACT

This study aims to analyze audience perceptions of poverty porn content, namely content that displays poverty to raise donations or prizes in the form of money which is increasingly popular on social media. The research method used is interviewing audiences who have watched and given gifts on live streaming TikTok. Besides that, the researcher also collected various comments that appeared during the live event. The collected data were then analyzed using descriptive qualitative methods and perception analysis using five indicators of poverty porn; *passive vs active*, *saviourism*, *vulnerability*, *lack of context* and *lack of voice*. The results of the study show that the majority of Indonesian people show high levels of sympathy and generosity towards content creators. Apart from that, there are also other elements that encourage this action, such as the desire to exist on social media and cultural and religious aspects which are the background of the motive for giving the donation.