ABSTRACT

Childfree in Indonesia was pioneered by several influencers, including Cinta Laura and Chef Juna who agreed to Childfree when they got married with the approval of their respective partners. The research method used in this research is a qualitative case study method. The subjects of this research were 6 key informants as well as 1 expert informant using a purposive sampling technique by selecting informants through questionnaires. Meanwhile, the object of this research is the perception of Generation Z teenagers regarding Childfree in Indonesia. The data collection techniques used in this research were interviews and documentation. The data analysis technique carried out in this research uses a model developed by Miles and Huberman, namely carrying out data reduction, presenting data and drawing conclusions. The data validity test carried out in this research used triangulation techniques. The research results show that all informants agree with Childfree in Indonesia as a form of tolerance for each individual's life choices. The factors that made informants agree were due to unpreparedness from all sides, achieving dreams first, wanting to achieve freedom, psychological worries, and not being ready to take on the responsibilities of being a parent and having children.

Keywords: *Perception, Teenagers, Generation Z, Childfree*.