

## ABSTRACT

The sandwich generation phenomenon is prevalent in developing countries as family life is usually valued in these countries. One of the problems faced by the sandwich generation is financial literacy. Therefore, the purpose of this study is to further analyse the Sandwich Generation's reception of Maudy Ayunda's content on financial literacy. The data analysis used in this research is Miles and Huberman's interactive analysis. In this study, researchers used qualitative methods by interviewing 8 (eight) informants and used triangulation techniques. The theory used as a theoretical basis in this research is Stuart Hall's reception theory. Stuart Hall's Reception Analysis explains the existence of 3 (three) coding in receiving a message; namely dominant hegemonic, negotiated, opposition. The results of this study found 2 (two) things, namely; First, Sandwich Generation is receiving the message from Maudy Ayunda's content "Sandwich Generation: *Menanggung Biaya Hidup atau Gaya Hidup*" regarding to the financial literacy. This acceptance is based on the message their accept and adds new insight. Second, the negotiation position, informant can accept the messages but with different points of view. In this study, researcher did not find the coding of opposition informants.

Keywords : Sandwich Generation, Financial Literacy, Reception Analysis, YouTube.