ABSTRACT

The development of technology and the digitization of information have changed the way people access information, especially through the internet. In Indonesia, with a large number of internet users, many people are looking for health information online. This can trigger self-diagnosed behaviors and excessive anxiety, known as Cyberchondria. This research aims to understand the audience's reception of 'Fact Psikologi' content on Tiktok accounts @afityaputri which has the potential to trigger Cyberchondria. The research method used is qualitative with Stuart Hall's reception analysis approach to explore how the audience receives the message from the content. The main focus is to identify various reception positions (dominant, hegemonic, negotiated, and oppositional) and understand the reception of messages related to Cyberchondria by identifying its dimensions (compulsion, distress, excessiveness, seeking reassurance, and mistrust of medical professionals). The results of the study on audience reception showed that the majority of informants were in a negotiated position while a small number were in a dominant hegemonic position. The content of 'Fact Psikologi' is considered well received by the public, with messages that motivate mental health awareness, provide new insights, and emphasize the credibility of information. Regarding Cyberchondria, Tiktok content is @afityaputri considered to trigger excessive anxiety and excessive information searching. In conclusion, the content succeeds in conveying relevant and useful information, but also has the potential to trigger Cyberchondria in some audiences, so it is necessary to have self-control by the audience as cultural agents so that these risks can be minimized.

Keywords: *Cyberchondria, Audience Reception, Tiktok, 'Fact Psikologi' Content, Health Information*