

ABSTRACT

Disputes or conflicts that occur between parents and children can be related to the application of the parenting style that the child receives. Parenting that has a negative impact on children is commonly called toxic parenting. This phenomenon of toxic parenting occurs a lot in real life and the reality of the impact that may occur on children who grow up in an unhealthy family environment (toxic). There is also parenting that has a good and positive impact on children, which is called gentle parenting. on the TikTok account @dhannicha, displays examples of the direct application of gentle parenting itself. the method used in this study is qualitative by using Stuart Hall's reception theory in analyzing the process of receiving messages. Based on the results of the study to five key informants from generation Y using reception analysis, there were differences in receiving and interpreting messages in the application of gentle parenting presented in the TikTok @dhannicha account. The results of this study show that the majority of Generation Y informants tend to be in a dominant position of hegemony, but in some questions and situations informants can also be classified as negotiating and opposition positions. Views that are in line with the communicator will make the audience more receptive, understand, and interpret the message of gentle parenting on the TikTok account @dhannicha.

Keywords: Reception Analysis, Gentle Parenting, TikTok.