

ABSTRACT

Currently, the childfree phenomenon in Indonesia has been followed by several Indonesians themselves, this can be seen from the significant increase from the previous year in the number of women who adhere to childfree in Indonesia. Generation Z as the nation's next generation should be able to think critically about this childfree phenomenon, where their perception regarding the childfree phenomenon is important to study because their perception regarding this matter can be said to be the determinant of the nation's population to continue the nation's future generations to come, therefore, this research aims to determine the perception of generation Z in the DKI Jakarta area regarding the childfree phenomenon through Self-Perception Theory Daryl Benn with the formation of perception according to Deddy Mulyana which is divided into 3 stages, namely sensation, attention and interpretation.

Researchers use a constructivist paradigm with qualitative research methods which will produce data in the form of words produced through interviews as a data collection technique. Next, the data is recorded, collected, interpreted and summarized which becomes a reference for the author's data analysis techniques. In this research, there were 3 results, namely positive perceptions, negative perceptions and neutral perceptions. There are also unexpected research results regarding the attitude taken by sources towards the childfree phenomenon, where there are sources who want to implement childfree, sources who do not apply childfree and sources who are still neutral because of the conditions.

Keywords: *Perception, Generation Z, Childfree.*