

ABSTRACT

Recently, the childfree ideology has been widely discussed on TikTok. This ideology is considered an unusual action and violates Indonesian norms. However, there is a content creator named @SelphieBong who has shared her views on childfree several times on TikTok. With her followers dominated by gen z and women, this study aims to describe gen z's reception process regarding the acceptance of childfree messages on TikTok. This study uses a qualitative method with a case study approach with gen z as the subject of the study and videos about childfree uploaded by @SelphieBong as the object. Data collection techniques in this study were interviews, document elicitation and observation techniques. In this study, it was found that all informants fully accepted the childfree message shared by @SelphieBong, the informants ended up deciding not to have children in the future. No informants were found to reject the childfree message shared by @SelphieBong. However, there are some arguments about childfree uploaded on TikTok in general that the informants do not agree with.

Keyword: Reception Analysis, Childfree, Generation z, TikTok.