

ABSTRACT

This study examines audience responses to mental health content on the @BukanPsychologiTikTok account and its influence on their understanding and attitudes. This study aims to identify and analyze audience opinions on mental health content posted by the @BukanPsychologiTikTok account and evaluate the influence of the content on audience understanding and attitudes towards mental health issues. The method used is qualitative by applying Stuart Hall's reception analysis method. The results showed that the audience generally responded with enthusiasm, with dominant-hegemonic and negotiation patterns dominating. Most audiences were in a dominant-hegemonic and negotiation position, with little opposition to the content. Stuart Hall's reception theory explains that audiences interpret messages based on their cultural and social experiences. De Fleur and Ball-Rokeach's theory highlights that audience responses are influenced by individual differences, social categories and social relationships, which affect the way they understand and implement the content.

Keywords: reception meaning; content; mental health.