

ABSTRACT

Generation Z, growing up in the digital era, is highly connected to technology and social media, making them more drawn to global content than local culture. Although Indonesian culture is rich in moral values and philosophy, globalization often diminishes its appeal. However, some Generation Z individuals view Indonesian culture as an identity that can be creatively expressed through social media. YouTube, particularly channels like Asisi Channel, has the potential to introduce and preserve Indonesian culture through engaging visual content. This study analyzes Generation Z's reception of cultural content on Asisi Channel using Stuart Hall's reception analysis theory, which categorizes message reception into three positions: dominant hegemony, negotiation, and opposition. The analysis focuses on three videos: "Negeri Dihyang 1," "Terbongkar! Misteri Asal-Usul Gajah Mada," and "Misteri 'Bintang Daud' ala Jawa Kuno," based on seven elements of Indonesian culture: language, knowledge, family and social systems, technology, economic systems, beliefs, and arts. Results show that most Generation Z viewers fall into the dominant hegemonic position (90%), with 59, 54, and 58 dominant positions in each video. In conclusion, YouTube is an effective medium for delivering cultural information to Generation Z, though reception is influenced by cultural background, literacy, and education.

Keywords: *reception analysis, generation z, Indonesian culture, YouTube, Asisi Channel.*