

ABSTRAK

Nurfadhilah Maulidiah Jamal, Analisis Resepsi Gen z Terhadap Wacana *Childfree* dalam Konten *Influencer* Gitasav, di bimbing oleh Ahmad Syarif, S.Sos, M.I.Kom dan Irwan Alim, S.IP, M.A.

Fenomena *childfree* sebagai keputusan sadar untuk tidak memiliki anak menjadi isu yang ramai diperbincangkan di Indonesia, khususnya setelah pernyataan kontroversial *influencer* Gita Savitri Devi atau Gitasav pada tahun 2023. Wacana ini menimbulkan pro dan kontra di masyarakat yang masih menjunjung tinggi nilai-nilai budaya dan agama terkait keluarga. Generasi Z sebagai kelompok yang tumbuh di era digital memiliki karakteristik unik dalam merespons isu tersebut karena terpapar langsung oleh arus informasi media sosial. Penelitian ini bertujuan untuk menganalisis resepsi Gen Z terhadap wacana *childfree* dalam konten Gitasav serta mengidentifikasi faktor-faktor yang memengaruhinya. Metode yang digunakan adalah penelitian kualitatif dengan pendekatan studi resepsi berdasarkan teori *encoding-decoding* Stuart Hall. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi dengan lima informan Gen Z mahasiswa Universitas Muhammadiyah Makassar yang aktif mengikuti konten Gitasav di platform Youtube, Instagram, dan Tiktok. Hasil penelitian menunjukkan bahwa resepsi Gen Z terhadap wacana *childfree* terbagi dalam tiga posisi. Pertama, *dominant hegemonic position*, yaitu penerimaan penuh terhadap pandangan Gitasav, dengan alasan kebebasan individu dan kesetaraan gender. Kedua, *negotiated position*, yaitu penerimaan selektif yang memandang *childfree* sebagai pilihan sah namun tetap menekankan pentingnya nilai budaya dan keluarga. Ketiga, *oppositional position*, yaitu penolakan penuh yang berlandaskan pada norma agama dan budaya tradisional. Faktor yang memengaruhi resepsi tersebut meliputi latar belakang agama, nilai budaya, pengalaman pribadi, tingkat pendidikan, serta intensitas paparan media sosial.

Kata kunci : *Childfree*, Resepsi, Generasi Z, Gitasav, Stuart Hall.

ABSTRACT

Nurfadhilah Maulidiah Jamal, *Reception Analysis of Gen Z Toward the Childfree Discourse in Gitasav's Influencer Content*, supervised by Ahmad Syarif, S.Sos, M.I.Kom and Irwan Alim, S.IP, M.A.

The childfree phenomenon, as a conscious decision not to have children, has become a widely debated issue in Indonesia, particularly after the controversial statement of influencer Gita Savitri Devi, known as Gitasav, in 2023. This discourse sparked pros and cons within society, which still strongly upholds cultural and religious values regarding family. Generation Z, as a group that grew up in the digital era, has unique characteristics in responding to this issue due to their direct exposure to the flow of information through social media. This study aims to analyze Gen Z's reception of the childfree discourse in Gitasav's content and to identify the factors that influence it. The research method applied is qualitative with a reception study approach based on Stuart Hall's encoding-decoding theory. Data were obtained through in-depth interviews, observations, and documentation with five Gen Z informants who are students of Universitas Muhammadiyah Makassar actively engaging with Gitasav's content on Youtube, Instagram, and Tiktok. The childfree phenomenon, as a conscious decision not to have children, has become a widely debated issue in Indonesia, particularly after the controversial statement of influencer Gita Savitri Devi, known as Gitasav, in 2023. This discourse sparked pros and cons within society, which still strongly upholds cultural and religious values regarding family. Generation Z, as a group that grew up in the digital era, has unique characteristics in responding to this issue due to their direct exposure to the flow of information through social media. This study aims to analyze Gen Z's reception of the childfree discourse in Gitasav's content and to identify the factors that influence it. The research method applied is qualitative with a reception study approach based on Stuart Hall's encoding-decoding theory. Data were obtained through in-depth interviews, observations, and documentation with five Gen Z informants who are students of Universitas Muhammadiyah Makassar actively engaging with Gitasav's content on Youtube, Instagram, and Tiktok.

Keywords : Childfree, Reception, Generation Z, Gitasav, Stuart Hall