Gita Savitri's YouTube on Content Childfree of Infertile People: A Reception Analysis (*Serba Salah Di Mata Warganet)*

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Abstract
This research is motivated by the controversial content presented by Gita Savitri on the YouTube page regarding childfree choices. The purpose of this study is to analyze the reception responses of infertile people regarding Gita Savitri's content regarding childfree choices. The data analysis used in this research is Miles and Huberman's interactive data analysis. In this study, researchers used a qualitative method with a case study design. Data collection was carried out using a semi-structured interview approach to eight informants and studies in this study using technique triangulation. The theory used as the theoretical basis in this research is the reception theory coined by Stuart Hall. Stuart Hall's reception analysis explains the existence of three encodings in receiving a message including dominant hegemonic, negotiated, and opposition. The results of this study found two things, first, Gita Savitri's content about Childfree was accepted. This acceptance occurs because it is based on background and additional insight. Second, the negotiated position, the relevant informant can accept cultural differences. This research brings up new findings with the absence of opposition coding.

Keywords-childfree, Gita Savitri, infertile, reception analysis, social media

I. INTRODUCTION

In today's world, the influence of foreign cultures and ideologies has penetrated Indonesia, especially in terms of lifestyle, dressing style, and social interaction. One of the most popular foreign cultures in Indonesia is childfree, similar to the feminism movement abroad. The history of childfree began in Europe, so basically choosing to live without children is a cultural norm that originated in Western society and was later adopted or embraced by Indonesian society. According to (Dahnia et al., 2023) initially, the childfree lifestyle was popular in rural Europe in the early 1500s, where not having children became a popular choice, especially among women who focused on careers rather than marriage. However, the meaning of childfree in the past has many different nuances, because at that time childfree was the choice of women who did not want to raise children, whether married or not.

Starting from a statement published by an influencer named Gita Savitri in February from her Instagram page, the term "Childfree" began to spread again in Indonesian society. Gita Savitri is a YouTuber and influencer. This woman from Palembang can be said to be a very smart woman, she creates content related to education and the career she is currently running. Gita Savitri currently has 1.3 million subscribers and has posted 516 videos. Gita Savitri currently lives in Germany with her husband. The statement made by this woman had shocked the Indonesian people and became the eighth trending topic on one of the social media platforms in Indonesia. This statement about childfree has drawn pros and cons from the community because the phenomenon of not having children is still a foreign thing and has not become a culture in Indonesia, in contrast to the country where influencer Gita Savitri currently lives, Germany in a European country where in Europe the term childfree has been very long, (Persada et al., 2023).

Many studies discuss childfree but focus more on the religious side. However, there is still limited research discussing childfree in other side beside religious side. Communication barriers experienced by foreign students in Bandung. The researcher of this study found regarding childfree certainly has a background factor, Gita Savitri stated that she had an agreement with her husband regarding childfree from before marriage. The reason Gita Savitri chose childfree is because they stated that being a parent has a big responsibility and they feel they are not ready. Decision making for childfree is done consciously and maturely by each individual and of course without involving or harming

outsiders. Another factor that necessitates forced decision-making is infertility, where economic and other factors are not behind it, but rather the health conditions of the individual who wants to have children are not favorable.

Because of this issue, the researcher feels the need to conduct this research since so many factors that effect childfree. In this study just focus to people who infertile because they are in the position of not being able to have children or being infertile seeing people who can have children choosing to be childfree. The focus of this study is not on the problems conveyed in the video, but on decoding in the form of understanding made by individuals after watching Gita Savitri's YouTube content, because this study employs reception analysis to analyze the understanding made by individuals who have been identified as subjects.

II. LITERATURE REVIEW

A. Mass Communication

The simplest definition of mass communication was put forward by Bittner (1980) in the book Mass Communication: An Introduction (Ardianto et al., 2007:3), "mass communication is messages communicated through a mass medium to a large number of people". This concept implies that mass communication must make use of mass media. So, even if the message is provided to a big audience, such as a major conference in a vast field attended by thousands, if not tens of thousands of people, it is not mass communication if it does not employ mass media.

Through this definition, we can also find out the characteristics of mass communication, according to (Ardianto et al., 2007:6-11) there are eight characteristics, namely:

1. Institutionalized communicator
2. Message is general
3. Communicators are anonymous and heterogeneous
4. Mass media creates uniformity
5. Communication prioritizes content over relationship
6. Mass communication is one-way
7. Limited stimulation of the sensory organs
8. Delayed and indirect feedback

The function of mass communication according to (Dominick, 2001) in (Ardianto et al., 2007:14-17), consists of surveillance, interpretation, linkage, transmission of values, and entertainment.

B. New Media

New media (online media) which is defined as a product of technological communication is associated with digital computing by Creeber and Martin (2009) in (Feroza & Misnawati, 2021). New media is technology-based, flexible, and interactive online media that operates publicly and privately using the Internet. According to McMillan in (Norhabiba & Putri, 2018), new media has a special characteristic, namely its ability to create illusions such as face-to-face communication that seems real. This is called par asocial interaction.

C. Social Media

According to Boyd (2009) in (Nasrullah, 2015), social media is a collection of software that enables individuals and groups to connect, share, communicate, and, in some situations, cooperate or play with one another. User-generated content (UGC) has the power of social media, where material is created by users rather than producers, as in mass media organizations. Social media cannot function fully without users. User-Generated Content (UGC) is a symbiotic relationship in new cultural media offering the public the opportunity to participate in the expression and use of social networks without any restrictions. This is in contrast to traditional media where the audience is limited to passive audiences or targets that broadcast messages.

D. YouTube

According to (Wahyuni & Narti, 2020) YouTube is a video sharing website that is widely used by many people because of its complete video features and easy to distribute quickly. A YouTube channel account is where you can upload videos to the YouTube app, post uploaded videos, and perform other YouTube activities such as deleting videos on your account, commenting on other people's videos, etc. creating and having a YouTube Channel account is a must if one wants to be able to upload or upload videos to YouTube and become a youtuber.

E. Analysis Reception Theory

Reception analysis is used to determine the process of understanding that audiences do when interpreting media texts. According to Schroder (2016) in (Inriyanti et al., 2022) stated that media texts consumed by audiences serve to influence values and beliefs, but interpreting each audience interpretation can allow the creation of alternative meanings that exist in the media itself. Stuart Hall, who became a mecca for audience research, used the method of reception analysis. Stuart Hall's (1973) coding/decoding theory encourages multiple interpretations of media texts during production and reception. In other words, Hall asserts that meaning is never certain. If words could be identified through representation, there would be no exchange and hence no opposing strategies or different interpretations (Ida, 2014). Three different interpretations were introduced by Hall including the Hegemonic Dominant, Negotiated and Oppositional positions.

F. Childfree

The word Childfree in the Merriam Webster dictionary is defined as childless; in the Macmillan dictionary Childfree is used to describe someone who chooses not to have children (Leliana et al., 2023). According to (Dahlia et al., 2023), childless lifestyles were initially popular in rural Europe in the early 1500s, where childlessness became a popular choice, especially among more career-focused women. However, the meaning of not having children in the past had many different nuances, because at that time, not having children was the choice of women who did not want to raise children, regardless of whether they were married or not. According to (Yulianti, 2023), there are several factors that contribute to the background of this childfree circle, including the decision to be able to reduce the increasing number of human populations, the desire to focus on a career, financial conditions, childhood trauma to not being ready to take responsibility as a parent and form a family as well as other things. Decision making for childfree is done consciously and maturely by each individual and of course without involving or harming outsiders.

III. RESEARCH METHODOLOGY

A. Research Method

In this study, the research method used is qualitative. (Sugiyono, 2013) qualitative research methods are a descriptive data collection process, which aims to produce a comprehensive and in-depth description of a phenomenon. To understand the central phenomenon, in-depth interviews with participants are needed so that reliable data can be collected. Then, these data will be analyzed and linked to a theory or compared with previous studies. After that, conclusions will be obtained to answer the problems that arise. This qualitative research aims to understand a phenomenon experienced by the research subject, such as perception, motivation, action, behavior, and others. (Creswell, 2018), there are five types of approaches are Narrative, Phenomenology, Ethnography, Grounded Theory, and Case Study. The five approaches are Biography, Phenomenology, Ethnography, Grounded Theory, and Case Study. Each of the approaches has its focus and specification. The researcher will choose which approach suits best their research topic and subject.

B. Research Approach

According to (Abdussamad, 2021:90) a case study is an in-depth study of individuals, groups, organizations, programs, etc. within a certain period of time with the aim of obtaining a complete and in-depth picture of an entity by producing data which is then analyzed to produce a theory. Like qualitative research data collection procedures, case study data is obtained from interviews, observations, and documents. The reason for the researcher of this study to use a case study approach is that this study discusses a problem within a case that occurs in the campus environment. In addition, the environment where the case occurs is very close to the researcher, so that the researcher can feel and directly observe the phenomenon that is happening. Then, to understand the case, the researcher feels the need for in-depth interviews with the subject about the experiences they have. Because of these considerations, the researcher of this study felt that the case study approach was suitable for use in this study.

C. Unit of Analysis and Sampling Technique

1. Unit of Analysis

Unit of analysis is a certain unit that is considered the main object of the research. In other words, the unit of analysis is the main entity that will be analyzed in a study and is expected to conclude from. The unit of analysis in this study is:

Table 1. Unit of Analysis

Unit of Analysis	Sub Analysis
Reception Analysis (Stuart Hall, 1973)	Dominant Hegemonic
	Negotiated
	Opposition

2. Sampling Technique

The sampling technique used in this research is snowball sampling. This type of sampling process is utilized mainly for data that has a community character from subjective respondents, or in other words, the sample items sought are very rare and have a grouping character in a set, (Lenaini, 2021). The snowball sampling method is a multilevel method based on the analogy of a snowball, which starts small and gradually gets bigger as the snow accumulates when it is rolled on the snow.

Based on these considerations, the informants from this study were taken purposively with the following criteria:

1. People who have not had children due to infertility.
2. Married, at least 10 years of marriage.

D. Data Collecting

As a part of the research process, data collecting is a very important part of the success of research. Appropriate data sources and techniques are needed to obtain credible and reliable data. There are several data collection methods in qualitative research. These methods consist of documentation, interviews, surveys, focus group discussions, observations, participatory arrangements, and qualitative audio-visual material (Dewi, 2022). The collecting data used in this study are observation, interview, and documentation.

E. Informant Data

The data will be taken from eight informants. The informants consisted of people who have not had children due to infertility and already married at least 10 years of marriage. Below is the data of the informants:

Table 2. Informant Data

No.	Name	Age	Age of Marriage	Work	Degree
1.	Novia Sri Yanti	43	17	Teacher	S2
2.	Euis Kusumawati	47	25	Teacher	S1
3.	Nur Sumiati	39	10	Housewife	High school
4.	Leni Nurliza	40	15	Businesswoman	S1
5.	Febyana Octaviani	32	12	Housewife	High school
6.	Ettyh Erawaty	45	23	Teacher	S1
7.	Eva Herawati	42	13	Employee	S1
8.	Leny Apriani	32	10	Sales	High School

F. Data Analysis

According to Miles and Huberman (1984) in (Abdussamad, 2021:160-161), activities in qualitative data analysis are carried out interactively and continuously. Activities in data analysis, namely data reduction, data display and conclusion drawing / verification. According to Miles and Huberman (1984), there are three stages of data analysis, namely: data reduction, data display, as well as conclusion/verification (Abdussamad, 2021:160-161) (Rijali, 2019). These three stages are interactive and run concurrently, not linearly. That's because in qualitative research, conceptualization, categorization, and description depend on what happened during the field research. Data reduction is a process in which researchers sort data that has been obtained in the field (Rijali, 2019). Display of data is done after the data has been reduced. The purpose of displaying data is to make it easier for researchers to determine the next steps, as well as to make it easier for readers to understand the results obtained in the study. In qualitative research, data display can be done by providing a brief explanation of the data achieved. The final step in data analysis is concluding and evaluating. The conclusion must answer the questions posed in the problem formulation.

G. Data Validity

In this study, the researcher used triangulation and member checking as the data validity technique. Triangulation is a technique used to cross-check the validity of qualitative data by combining various data from various sources (Sugiyono, 2013). The type of triangulation technique used in this study is the triangulation technique. Triangulation of data collection techniques was done by Testing data reliability is done by comparing data with the same source using different techniques. For example, data obtained using interview techniques is then verified using observation techniques, questionnaires, or documents.

IV. RESULTS AND DISCUSSIONS

A. Results

Table 3. Results

No	Receptor	Reception Analysis			Interpretation
		Dominant Hegemonic	Negotiated	Opposition	
1.	Novia Sri Yanti	√			Considered the content interesting because it increased knowledge and felt that the experiences were similar.
2.	Euis Kusumawati	√			Found the content interesting because it gave insight into a new culture and felt that they wanted to keep doing their favorite activities like Gita.
3.	Nur Sumiati		√		Considering that it is not in accordance with her culture but still respecting other choices and there is similarity in experience.
4.	Leni Nuliza	√			Find the content interesting and feel that they want to enjoy freedom like Gita.
5.	Febyana Octaviani		√		Considering that it is not in accordance with their religion but still respecting each person's choice, there is similarity in experience.
6.	Ettyh Erawati	√			Content is interesting and exciting in debates with outside cultures coming in
7.	Eva Herawati	√			Interesting content to gain insight into new cultures
8.	Leny Apriani		√		Considering that it is not in accordance with their culture but still respecting their choices and there is similarity in experience also belief.

1. Dominant Hegemonic

Result in five of them accepting the content presented by Gita Savitri regarding childfree without any rejection. Informants explained that the choices made by Gita Savitri were legitimate choices and had nothing to do with other people. Research informants who fall into dominant coding believe that the content presented is based on personal experience background and content that explains new knowledge can attract viewers to watch the content.

2. Negotiated

Three other informants accepted the content presented by Gita Savitri regarding childfree with some notes in accordance with the culture and understanding adopted. The informants accepted the content presented repeatedly and negotiated the content because they considered that there were different views between Gita and the informants. Negotiation coding arises because informants feel there are differences from the information conveyed by Gita Savitri on the content on the YouTube page, there are differences in terms of the culture adopted even though everyone has their own choices. However, this is negotiated because the content presented by Gita Savitri regarding Childfree is still acceptable as an aspect of tolerance.

3. Opposition

The results of the research conducted by the researcher did not show a complete rejection of the informants who were conducted in-depth interviews. This can be seen from the results of interviews that reject the content presented but can be accepted with some notes in accordance with the culture and understanding adopted by the eight informants. Informants who have infertile criteria do not question the content presented by Gita Savitri regarding childfree because informants feel that it is normal if there are differences and still have to tolerate and there is similarity in experience also belief. However, this discovery did not have any effect on Gita Savitri's YouTube content regarding childfree with no opposition coding appearing.

B. Discussions

1. Dominant Hegemonic

In the research that the researchers conducted, the researchers found the dominant coding results of Gita Savitri's YouTube content regarding childfree which added insight. This happens because Gita Savitri is an educated person and also lives in a foreign country not in Indonesia. Gita Savitri in her YouTube content presents content based on personal experiences felt by Gita Savitri, so she tells her life story and finally chooses to be childfree. The results of the researcher's research are strengthened by the results of previous research (Putri, 2023). This research produces dominant results that accept the content presented. This is because the content presented is a form of providing experience and assistance to the audience. Another factor that makes this content acceptable to the audience is because Vina is indeed an educated person and has quite high work experience.

There are other studies that examine reception analysis (Briandana & Azmawati, 2020), The research also has similarities with the results of the research that researchers conducted in this study. The research shows a dominant response because the content presented by Jovi can be called controversial, which in this content discusses new gender issues that arise. The results of this study show that informants who are in a dominant position accept it because of new knowledge about what is happening in this gender issue.

Other research explains that the informant's factor in accepting the message as a whole without rejection is also influenced by the experience and background of the communicator as the messenger. The results of previous research (Savira & Zuhri, 2022) explain that informants who accept messages from TikTok @drrichardlee because the content is delivered by a direct doctor who has a MARS degree from abroad. The content can also be accepted because the content is educational.

2. Negotiated

The research that the researcher conducted resulted in coding negotiations when receiving message content presented by Gita Savitri on old YouTube about Childfree. Negotiation coding arises because informants feel there are differences from the information conveyed by Gita Savitri on the content on the YouTube page, there are differences in terms of the culture adopted even though everyone has their own choices. However, this is negotiated because the content presented by Gita Savitri regarding Childfree is still acceptable as an aspect of tolerance. Referring to previous (Wahdiyati & Ovita Violina, 2023) that examines Fadil jaidi's content reception analysis, the audience has not fully accepted the content presented by Fadil Jaidi because the content presented by Fadil Jaidi is related to his point of view and life. This is because the content presented by Fadil Jaidi is related to the culture adopted by Fadil Jaidi. On the other hand, informants can still accept it because they consider it a joke and return to Fadil Jaidi's life with his family.

Another previous research (Fauzi & Nugraha, 2020), regarding the analysis of Korean boy bands, it was found that the results of informants who accepted the positive side of the content because it contained elements of cultural differences, although at the beginning there were still negotiations that compared Indonesian culture with Korean culture. Informants began to deeply interpret the content presented until a positive meal appeared amidst assumptions of cultural differences with Korean culture and chose to represent the acceptance process on the basis of tolerance.

The results of the research conducted by the researcher also resulted in the negotiation of audiences, namely infertile people who took the positive side of Gita Savitri's content about Childfree. Informants accept the content with the meaning of respect and tolerance.

3. Opposition

The results of research on infertile people who have watched Gita Savitri's content about childfree on the YouTube page did not reject it. The results of research conducted by researchers, found that there is an understanding from people who are infertile and do not question the content presented by Gita Savitri regarding childfree on the old YouTube. As Storey said in (Handayani, 2018) the audience will get their own side because each person has their own views. The research found that this was due to informants who were open-minded. This clearly emphasizes that informants understand the content presented by Gita Savitri regarding childfree on YouTube page.

V. CONCLUSION AND SUGGESTIONS

A. Conclusion

Based on the research analysis in the previous chapter, it is evident that individuals who are not fertile possess the capacity to fully embrace Gita Savitri's messages on childfree living or adapt the content by negotiating its meaning. The study identified two types of encoding: dominant hegemonic and negotiated. Respondents clarified that they did not outright reject Gita Savitri's childfree message, as per the definition of opposition, showing respect for her decision. Despite the potentially controversial nature of the content, informants accepted it due to its alignment with Gita Savitri's personal background and informants responded by acknowledging the positive aspects, particularly from a knowledge perspective. Additionally, informants engaged in negotiations concerning the messages conveyed by Gita Savitri, particularly due to perceived cultural differences in the presented content. The negotiation process was prompted by the presence of elements from other cultures in Gita Savitri's content. In coding opposition, the researchers found no evidence of complete rejection. Interviews revealed a continued respect for Gita's decision to embrace a childfree lifestyle. The informants demonstrated acceptance and appreciation for Gita Savitri's content regarding the choice to be childfree.

B. Suggestions

1. Theoretical Suggestion

Future research can develop similar research with different methods, such as using quantitative methods so that the sources can be said to be more valid by using the data listed.

2. Practical Suggestion

There needs to be improvement in terms of conveying messages that are arguably not necessarily accepted by the wider community including Indonesia so as not to experience a shift in meaning as provocative content. Researcher hope that Gita Savitri can continue to share the knowledge she has about her views to help add insight to the Indonesian people.

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