

## **ABSTRACT**

*This study aims to determine the informant's reception of the meaning of Gita Savitri's childfree statement on the Analisa Channel youtube show. Where childfree is still considered foreign in Indonesia because childfree is not part of Indonesian culture, the culture and construction of Indonesian society is that after marriage will have children. Based on the results of the study, it is found that informants have a harmonized meaning in responding to the research "ANALYSIS OF RECEPTION OF GITA SAVITRI'S CHILDFREE STATEMENTS ON THE ANALISACHANNEL YOUTUBE CHANNEL", where all eight informants agree that childfree is not considered good when done by humans who have been lined up by God to continue offspring and to be applied in the relationship of married couples, because it is not in accordance with Indonesian customs, culture, and religion.*

*Key Words : Reception Analysis, Childfree, Gita Savitri, Analisa Channel*