

## **ABSTRACT**

*People still have a high interest in knowing myths about health. This high interest has made medical personnel who are also content creators on TikTok also appear in their efforts to provide information about health myths. One of them is the TikTok account @farhanzubedi which has a high engagement rate or audience involvement. This engagement brings a variety of forms of message reception, because audiences have different abilities to receive and interpret messages either completely or not or provide their own perceptions based on their cultural background and experience. The purpose of this study is to determine the acceptance of mythical content messages about health in the TikTok @farhanzubedi audience. The research method used in this research is a qualitative research method with Stuart Hall's reception analysis theory approach. The data collection technique used was interviews with one key informant, five main informants and one expert informant. The results of this study indicate that the TikTok @farhanzubedi audience tends to interpret health myth content messages in the dominant hegemony position. However, not all health myth content on TikTok can be accepted in the dominant hegemony position, because there is still content that is interpreted in the negotiation position and the opposition position.*

**Keywords:** *Farhan Zubedi, Health Myths, TikTok*