

ABSTRACT

The YouTube channel Satu Persen is a channel that discusses content on mental health, education, and self-development. Self-development is a process undertaken by individuals with awareness to experience positive changes within themselves. This study aims to understand the reception of messages and the audience's position regarding self-development content on the Satu Persen YouTube channel through Stuart Hall's reception analysis, namely the Dominant-Hegemonic Position, Negotiated Position, and Oppositional Position. The increasing use of social media, especially YouTube, as the primary source of information and self-development among university students indicates a shift in the pattern of seeking support and knowledge from conventional media to more interactive and accessible digital platforms. The method used is qualitative with a constructivist paradigm and Stuart Hall's reception analysis method. The research subjects were university students in Bandung, West Java, who followed and watched three self-development contents from the Satu Persen YouTube channel and then provided their interpretations. The results showed that 9 informants received the messages about self-development content on Satu Persen YouTube, where 8 out of 9 informants occupied the Dominant-Hegemonic Position, 1 out of 9 informants occupied the Negotiated Position, and there were no informants in the Oppositional Position, indicating that the content was generally accepted without rejection.

Keywords: *Self-Development, Reception Analysis, YouTube, Satu Persen, University Students*