

ABSTRACT

The portrayal of family life by well-known Indonesian celebrities through social media, particularly in family vlog content, can create biased receptions of a harmonious family image. One example is Fadil Jaidi, who shares his family life on his YouTube channel @fadiljaidi, which has 6.2 million subscribers. An episode titled “Engagement!?” shows the highest intensity of full family interaction. Stuart Hall’s Reception Theory, through the Encoding-Decoding model, highlights the active role of audiences in constructing meaning. This study aims to identify audience positioning and analyze the reception factors of Generation Z viewers of Fadil Jaidi’s vlog in relation to the concept of a harmonious family. Using a qualitative method with a case study approach, the research involved in-depth interviews with 11 key informants. Data were analyzed using Hall’s Encoding-Decoding model to determine whether audience interpretations were dominant, oppositional, or negotiated. The analysis also considered influencing factors such as knowledge frameworks, production relations, and technical infrastructure. The results show that most subjects fall into the dominant-hegemonic position, with meaning-making shaped by generally positive factors.

Key Words : Harmonious Family, Reception Analysis, Generation Z, Vlog Content