

ABSTRACT

This study aims to understand the perceptions of the millennial generation toward tattooed individuals in Tanggamus Regency. Tattoos, as a form of self-expression, are still often associated with negative stigma in societies that uphold traditional cultural and religious values. Using a qualitative approach and case study method, this research explores the views of six key informants through in-depth interviews. Data analysis refers to Jalaluddin Rakhmat's (2018) theory of perception, which emphasizes the processes of sensation, attention and interpretation. The findings reveal that millennial perceptions of tattooed individuals are diverse and influenced by personal values, direct interaction experiences, and a desire to understand the meaning behind such expressions. While many respondents still exhibit cautious attitudes due to social and religious influences, others have begun to develop more open and tolerant perspectives. This study shows that the millennial generation is navigating between traditional values and modernity in interpreting the presence of tattoos in social life.

Keywords: Perception, Millennial Generation, Tattoo, Tanggamus