

ABSTRAK

Penelitian ini berjudul “Analisis konsep *Childfree* pada kalangan muda di Kabupaten Bireuen”. Penelitian ini bertujuan untuk memahami propaganda pesan *Childfree* diterima oleh pasangan suami istri muda di Kabupaten Bireuen dari media sosial serta persepsi pasangan suami istri muda di Kabupaten Bireuen pada konsep *Childfree*. Penelitian ini menggunakan pendekatan kualitatif dan teori propaganda untuk menganalisis data yang dikumpulkan melalui wawancara semi terstruktur dan observasi non partisipan pada tiga pasangan suami istri muda di Kabupaten Bireuen. Hasil dari penelitian ini adalah : pada pasangan pertama, Istri (D) menonton *FYP* tentang *Childfree* di akun Tiktok *@apodtik.id*, D mengajak suami, berdebat (Fase kesepakatan), istri memperlihatkan VT di hari kedua, suami setuju (Fase penerimaan). Mereka terpapar saat setelah menikah, mereka mempersepsikan bahwa *Childfree* adalah pilihan terbaik bagi orang memiliki masalah finansial, dan psikologis. Mereka memutuskan untuk menjalani *Childfree* dengan KB implan (*Fase Closing The door*) setelah 2 hari berdiskusi. Pasangan kedua, istri (N) menerima pesan *Childfree* di VT *@estherlubis*, Istri (N) mendiskusikan dengan suami dalam 2 jam sambil menonton VT (Kesepakatan), suami setuju pada alasan Ekonomi dan Penyakit (Penerimaan), mereka terpapar pesan *Childfree* setelah menikah, tapi sebelum nikah sudah sepakat menunda anak, mereka mempersepsikan *Childfree* adalah solusi bagi orang yang punya penyakit menular tapi masih miskin. Mereka melakukan *Childfree* dengan alat kontrasepsi kondom (*Closing the door*). Pada pasangan ketiga di Kabupaten Bireuen, suami menonton *FYP* tentang *Childfree* di akun Tiktok *@dimas_putra_nugraha*. Suami mengirim *link VT* pada istri (S) dan mengajak istri (S) untuk *Childfree*. Mereka mencapai fase kesepakatan selama 1 hari dan saling setuju untuk *Childfree* karena faktor ekonomi (Fase penerimaan) di hari kedua. Mereka terpapar setelah menikah, walaupun sebelum nikah sudah sepakat menunda anak. Pasangan ketiga di Kabupaten Bireuen mempersepsikan bahwa *Childfree* cocok bagi pasangan yang miskin agar tidak repot mengurus anak. Mereka memutuskan di hari ketiga untuk menjalani konsep *Childfree* dengan pil KB, kondom, dan jarang berhubungan badan (*Fase Closing the door*).

Kata kunci : *Childfree*, Propaganda, Kabupaten Bireuen.

ABSTRACT

*This research is entitled "Analysis of the Childfree concept among young people in Bireuen Regency". This research aims to understand the Childfree message propaganda received by young married couples in Bireuen Regency from social media as well as the perceptions of young married couples in Bireuen Regency regarding the Childfree concept. This research uses a qualitative approach and propaganda theory to analyze data collected through semi-structured interviews and non-participant observation on three young married couples in Bireuen Regency. The results of this research are: in the first couple, the wife (D) watched FYP about Childfree on the Tiktok account @apodtik.id, D invited her husband, argued (agreement phase), the wife showed VT on the second day, the husband agreed (acceptance phase). They are exposed to the fact that after marriage, they perceive that Childfree is the best choice for people who have financial and psychological problems. They decided to undergo Childfree with implant birth control (Closing The Door Phase) after 2 days of discussion. Second couple, wife (N) received Childfree message on VT @estherlubis, Wife (N) discussed with husband in 2 hours while watching VT (Agreement), husband agreed on Economic reasons and Disease (Acceptance), they were exposed to Childfree message after marriage, but before getting married they agreed to postpone having children, they felt that Childfree was a solution for people who had infectious diseases but were still poor. They do Childfree with condom contraception (Closing the door). In the third couple in Bireuen Regency, the husband watched FYP about Childfree on the Tiktok account @dimas_putra_nugraha. Husband sent a VT link to wife (S) and invited wife (S) to Childfree. They reached an agreement phase for 1 day and mutually agreed to Childfree due to economic factors (Acceptance Phase) on the second day. They were exposed after getting married, even though before marriage they had agreed to postpone children. A third couple in Bireuen Regency felt that Childfree was suitable for poor couples so they didn't have to worry about looking after children. They decided on the third day to live the Childfree concept with birth control pills, condoms, and rarely having sex (Closing the door phase).
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