

**ANALISIS RESEPSI KHALAYAK GENERASI Z TERHADAP ISI PESAN
PADA KONTEN TIKTOK @DOSEN_FASHYUN “FASHION WASTE
COULD LAST 300 YEARS”**

ABSTRAK

Penelitian ini bertujuan untuk menganalisis resepsi khalayak Generasi Z terhadap konten edukasi “*Fashion Waste Could Last 300 Years*” pada akun TikTok @dosen_fashyun mengenai perilaku belanja *fast fashion* di tengah kemudahan memperoleh produk fesyen dan dampak *fashion waste*. Penelitian ini menggunakan model *encoding-decoding* Stuart Hall untuk memahami bagaimana khalayak menerima dan memaknai pesan yang disampaikan melalui media. Metode yang digunakan adalah kualitatif deskriptif dengan pendekatan analisis resepsi. Teknik pemilihan informan dilakukan secara *purposive* dengan kriteria Generasi Z yang aktif menggunakan TikTok dan pernah menyaksikan konten yang diteliti. Teknik pengumpulan data dilakukan melalui wawancara mendalam dan dokumentasi. Analisis data dilakukan melalui tahapan pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan dengan menggunakan triangulasi sumber untuk menguji keabsahan data. Berdasarkan analisis resepsi Stuart Hall, menunjukkan bahwa posisi resepsi kelima informan tersebar pada ketiga kategori, tiga informan berada pada posisi *Negotiated Reading*, satu informan pada posisi *Dominant-Hegemonic Reading*, dan satu informan pada posisi *Oppositional Reading*. Temuan ini menunjukkan bahwa resepsi khalayak Generasi Z terhadap edukasi *fashion waste* bersifat beragam dan sangat dipengaruhi oleh latar belakang sosial serta pengalaman pribadi masing-masing individu.

Kata Kunci: *Fashion Waste*, *Fast Fashion*, Generasi Z, Resepsi Khalayak, TikTok

**RECEPTION ANALYSIS OF GENERATION Z AUDIENCES TOWARD THE
MESSAGE CONTENT OF THE TIKTOK VIDEO “FASHION WASTE
COULD LAST 300 YEARS” ON @DOSEN_FASHYUN**

ABSTRACT

This study aims to analyze Generation Z audience reception of the educational content “Fashion Waste Could Last 300 Years” on the TikTok account @dosen_fashyun, particularly regarding fast fashion purchasing behavior amid the ease of accessing fashion products and the impact of fashion waste. This research employs Stuart Hall’s encoding-decoding model to understand how audiences receive and interpret messages delivered through media. The study uses a descriptive qualitative method with a reception analysis approach. Informants were selected through purposive sampling, consisting of Generation Z individuals who actively use TikTok and have watched the selected content. Data were collected through in-depth interviews, observation, and documentation. The data were analyzed through the stages of data collection, data reduction, data presentation, and conclusion drawing, while source triangulation was used to ensure data validity. Based on Stuart Hall’s reception analysis, the findings show that the five informants’ reception positions were distributed across all three categories. Three informants were classified under the Negotiated Reading position, one informant under the Dominant-Hegemonic Reading position, and one informant under the Oppositional Reading position. These findings indicate that Generation Z audiences’ reception of fashion waste education is diverse and strongly influenced by each individual’s social background and personal experiences.

Keywords: *Fashion Waste, Fast Fashion, Generation Z, Audience Reception, TikTok*