

ABSTRACT

The development of digital media has transformed the way Generation Z receives and interprets social criticism. One example is the YouTube channel Tekotok, which delivers social criticism through satire in its episode Untung Ada Bapak. This study aims to analyze Generation Z's reception of the social criticism presented in the episode by examining the processes of decoding, re-encoding, and meaning transformation following audience engagement with the content.

This study employed a qualitative approach using Stuart Hall's Reception Analysis. The research participants consisted of seven Generation Z students from the Faculty of Social and Political Sciences, Universitas Pasundan, selected through purposive sampling, along with one media expert serving as a supporting informant. Data were collected through in-depth interviews, observation, and documentation, and analyzed using data reduction, data display, and conclusion drawing.

The findings indicate that four participants demonstrated a dominant-hegemonic reading, while three participants adopted a negotiated reading. No oppositional reading was identified. Following the decoding process, participants engaged in various forms of re-encoding, including discussion, information seeking, labeling characters, content sharing, and personal reflection. These activities contributed to meaning transformation, reflected in the reinforcement of existing perspectives, deeper understanding of social issues, and the development of critical awareness. This study concludes that Generation Z's reception of social criticism does not end with message interpretation but continues through active participation, ultimately influencing how audiences understand and respond to social reality.

Keywords: Audience Reception, Stuart Hall, Social Criticism, Generation Z, YouTube, Tekotok.