

ABSTRAK

PERSEPSI GENERASI Z MAHASISWA FISIP UNIVERSITAS LAMPUNG TERHADAP FENOMENA *CHILDFREE* DI MEDIA SOSIAL

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Childfree merupakan isu yang kerap diperbincangkan di media sosial dan memunculkan beragam respons di kalangan Generasi Z. Penelitian ini bertujuan untuk menganalisis bagaimana Generasi Z di Fakultas Ilmu Sosial dan Ilmu Politik Universitas Lampung memaknai fenomena *childfree* di media sosial. Penelitian ini dilakukan pada bulan Juli–November 2025 dengan menggunakan pendekatan kualitatif deskriptif. Informan penelitian berjumlah empat laki-laki dan empat perempuan yang dipilih melalui teknik *purposive* dan *snowball sampling*. Pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi, sedangkan analisis data meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa Generasi Z memandang *childfree* sebagai isu yang disikapi secara hati-hati dan tidak dinilai secara sepihak. Informasi dari media sosial tidak secara langsung mengubah pandangan hidup, tetapi mendorong proses berpikir sebelum membentuk sikap. Generasi Z cenderung bersikap toleran terhadap perbedaan pandangan serta mempertahankan nilai pribadi dalam menentukan pilihan hidup.

Kata kunci: bebas anak, generasi z, sosial media, persepsi konstruktif.

ABSTRACT

GENERATION Z STUDENTS PERCEPTIONS OF THE CHILDFREE PHENOMENON ON SOCIAL MEDIA AT THE UNIVERSITY OF LAMPUNG FACULTY OF SOCIAL AND POLITICAL SCIENCES

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Childfree has become an issue frequently discussed on social media and has generated diverse responses among Generation Z. This study aims to analyze how Generation Z at the Faculty of Social and Political Sciences, University of Lampung, perceives the childfree phenomenon on social media. The study was conducted from July to November 2025 using a qualitative descriptive approach. Four men and four women informants were selected through purposive and snowball sampling techniques. Data were collected through in-depth interviews, observation, and documentation, while data analysis involved data reduction, data display, and conclusion drawing. The findings indicate that Generation Z perceives childfree as an issue that should be approached cautiously and not judged unilaterally. Information obtained from social media does not directly change life perspectives but instead encourages a reflective thinking process before forming attitudes. Generation Z at the Faculty of Social and Political Sciences, University of Lampung tends to be tolerant of differing viewpoints while maintaining personal values in determining life choices.

Key words: *childfree, generation z, social media, perception.*