

ABSTRACT

Popular culture is a collection of ideas, practices, beliefs and material objects that are dominant in people's daily lives at a certain time period, one of which is fashion. Fashion in popular culture plays an important role in shaping the identity of individuals and groups. Fashion is also influenced by various external factors such as technological developments and mass media, one example is the spread of trends through the Tiktok platform. This research aims to find out how to analyze the reception of Tiktok @Swaragembira content among teenagers who use batik fashion. This research was conducted using Stuart Hall's Reception Analysis theory through a qualitative case study approach. The research results found that social media, especially TikTok, plays a significant role in influencing and shaping the reception of popular culture among teenagers. The Tiktok account @Swaragembira, which actively promotes the use of batik cloth in everyday fashion, has succeeded in attracting the attention of the audience with its modern and relevant approach. At stage dominant-hegemonic in cultural reception, this research found that many audiences accepted the message conveyed by @Swaragembira. However, not all audiences fully accept the message without adjustments. At the negotiation stage, it's found that some audiences interpret the messages received according to their personal experiences, beliefs or situations. This research also did not find any audience who rejected the message explicitly, which shows that the content delivered by @Swaragembira was not only well received, but was also interpreted the same way by the majority of the audience.

Keywords: *Popular Culture, Fashion, Tiktok Social Media, Cultural Reception*