

CHAPTER V

CLOSING

5.1. Conclusion

After conducting the research, it reveals significant insights into the audience reception of YouTube videos on the childfree topic. The findings show a clear polarization between those advocating for childfree based on individual autonomy and those opposing it, rooted in traditional values and religious beliefs.

1. Comments supporting childfree emphasize individual autonomy and reproductive rights, aligning closely with feminist theory. Many view childfree as a form of liberation from traditional gender roles, where women are expected to take on reproductive responsibilities. These commenters often highlight the importance of self-determination, personal freedom, and resisting societal pressures. Additionally, economic concerns, such as the high cost of living and financial instability, as well as environmental considerations, are significant factors in the childfree choice. Commenters argue that raising children in an uncertain economic and ecological future feels less viable, making childfree a logical option for many.
2. On the opposing side, comments against childfree are largely driven by patriarchal and conservative values. These comments uphold the view that women's primary role in society is tied to reproduction and family. Biological and religious arguments are often employed to frame childbearing as a natural, spiritual duty for women. This reflects deeply ingrained patriarchal norms that still dominate societal expectations for women. Reproduction is viewed as essential for fulfilling one's role as a woman, mother, and member of society, with deviation from this path often labeled as selfish or against nature.
3. The study shows that there is a strong polarization between the two perspectives, which often leads to intense and emotional debates in the comment sections. New media, particularly YouTube, provides an open platform for these discussions, allowing diverse voices to be heard.

However, it also creates a space where these debates can quickly become personal and offensive. Many comments exhibit frustration, resentment, and judgment, underscoring the social tension between progressive and conservative worldviews. Proponents of childfree face criticism, often labeled as “selfish,” while those who oppose it are seen as rigid or resistant to change. This reflects the broader societal struggle to reconcile modern individual freedoms with traditional expectations.

In summary, the decision to be childfree is not merely an individual choice but a complex interaction between personal autonomy, feminist ideals, and societal pressures stemming from patriarchal structures. Social media, especially platforms like YouTube, plays a crucial role in amplifying these discussions, offering both a venue for freedom of expression and a battleground for conflicting ideologies.

5.2. Recommendations

After completing this research, the author can provide several recommendations based on the findings of the audience reception analysis regarding childfree decisions in YouTube videos. These recommendations are intended to deepen the understanding of the childfree phenomenon and its social and media implications. The suggestions are categorized into three main aspects: social, practical, and theoretical, offering comprehensive insights for further research and the development of relevant strategies.

1. Social Recommendations:

It is essential for society to normalize reproductive choices, including the option to be childfree. Advocacy programs should focus on educating the public to reduce the stigma often attached to women or individuals who choose not to have children. This could be done through community outreach, media campaigns, and educational programs that present diverse life choices as valid. Other than that, promoting open and inclusive dialogues about reproductive autonomy and gender roles is crucial. Encouraging spaces where individuals

can discuss family planning without fear of judgment will contribute to a more accepting and progressive society.

2. Practical Recommendations:

Social media platforms should develop better systems for content moderation, especially in discussions about sensitive topics like childfree decisions. Healthy, productive conversations must be encouraged, and harmful, divisive rhetoric must be actively managed to reduce the level of hostility in online spaces. Moreover, public education initiatives should be designed to spread awareness of childfree choices as a legitimate and personal decision, helping break the biases rooted in traditional norms that see childbearing as the ultimate fulfillment of gender roles.

3. Theoretical Recommendations:

Future research should explore interdisciplinary approaches to studying childfree decisions. Combining perspectives from sociology, gender studies, psychology, and economics could yield a deeper understanding of how various factors intersect in shaping reproductive choices. Research should also examine how the discourse on childfree decisions differs across various social media platforms and within different cultural contexts. Understanding how regional, national, and global influences shape conversations about childfree could provide valuable insights into broader social trends regarding family planning and gender roles.