

Sentiment Analysis About Childfree on Gita Savitri's YouTube Content

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Abstract. *Childfree* has become a trend in modern society in the 21st century. This term refers to married couples who decide not to have children during their marriage. Although *Childfree* remains controversial in society due to differing opinions and perspectives on the presence of children in marriage, this research aims to explore the debate within the *Childfree* discourse on social media. Identification is made of how women are positioned as subjects or objects and the readers' positions in receiving the *Childfree* discourse in public spaces. Some perspectives, such as deontological ethics and views on human nature, do not support *Childfree*. However, there are also supportive views such as utilitarianism and existentialism. This research focuses on discussing *Childfree* from the perspectives of utilitarianism and existentialism. Secondary data used in this research were obtained from various sources such as previous research, reports, and websites. The research results show that from the perspectives of utilitarianism and existentialism, *Childfree* can be accepted because it considers the interests of others and is part of human rights.

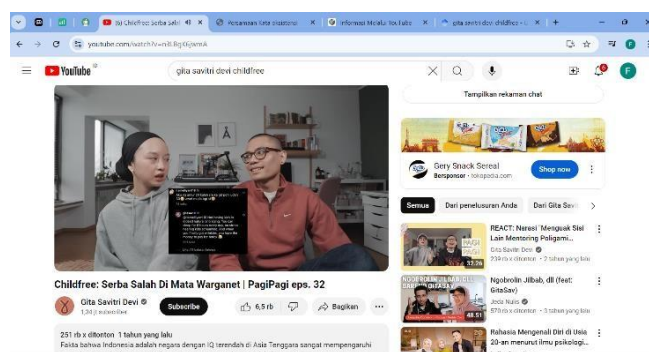
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INTRODUCTION

An influencer is someone who has significant power and influence on social media and other digital platforms. They have a large and active number of followers, and are able to influence their followers' behavior, opinions, and purchasing decisions. Influencers often have specialized expertise or knowledge in a particular field, such as fashion, beauty, fitness, food, travel, gaming, or other topics. They build a loyal follower base by providing quality content that is engaging and tailored to their followers' interests and needs. Influencers can use various social media platforms such as Instagram, YouTube, Twitter, TikTok, Blogs, and others to share their content. They often use their lifestyle, personal stories, or expertise to capture the attention of followers and build relationships with them. The main role of an influencer is to influence the opinions and behavior of their followers. They can recommend products, review products or services, give advice, inspire, or entertain their followers. Influencers also often work closely with brands or companies for marketing interactions, where they promote products or assistance in their content. The success of an influencer is often measured by the number of followers, the level of follower engagement, and the impact they have on influencing their followers' behavior and purchasing decisions. Many brands and companies today work with influencers as part of their marketing strategies to reach a wider audience and gain the trust of consumers. However, it's important to remember that an influencer's influence isn't always positive or reliable. As consumers, it's important that we do our own research, take a serious point of view, and not rely entirely on the opinion or recommendation of an influencer. Social media, especially Instagram, has become an essential part of everyday life, facilitating social interaction, self-

expression, and the exchange of information, making communication easier without being limited by distance, time, or space. As long as the gadget used is connected to the internet, a person can freely communicate anywhere and anytime, even without having to face the other person directly (Rohman & Aestetika, 2021).

Gita Savitri Devi is a well-known influencer in Indonesia. Gita Savitri's followers on Instagram reached 924k, and YouTube 1.34m with her growing popularity. She has achieved popularity through various avenues including her presence on social media. Wrong One topic she has raised on social media is *Childfree's* life, which is the choice not to have a child. Along with her popularity, Gita Savitri has become an influential figure in influencing netizens' opinions regarding *Childfree's* choice. She openly shares her views on childless life through invited content on various social media platforms, including YouTube, and Instagram. Gita Savitri's role in influencing netizens' opinions about *Childfree* is quite important.



In the YouTube video, there were 251k viewers and 6.5k of them gave likes. As a public figure who has a large fan base, his views on life choices can reach a wide audience. By sharing her personal experience and explaining the reasons behind her decision not to have a child, she has helped change society's response to the concept of family and the role of a woman. Gita Savitri's approach to *Childfree* is very open and positive. He helps eliminate the influence associated with such choices and encourage broader conversations about freedom in choosing the desired life path. Through his content, he also gives useful advice to those who consider *Childfree*, such as providing information about choices to express affection and live a fulfilling life. However, it is important to remember that netizens' opinions about *Childfree* There are a lot of variations, and Gita Savitri's views are just one of many points of view. Some people may agree with their views and feel inspired to follow a similar path of life, while others may have different opinions.

Based on research conducted by Novalinda Rahmayanti with the title "*Childfree as a Choice of Life for Women with Families in Sidoarjo Regency*", it was found that women who work and are still studying decide to go to *Childfree* because they want to be happy by not being bothered by the presence of children (Novalinda, 2022). The hustle and bustle of work and studies has taken up most of women's time, so they prefer not to have a child so that their free time can be used to take care of their husbands. There are concerns that they won't be able to take good care of the child if they have

additional work in addition to duties as a housewife. This is in line with David Foot's view that the tendency to not have children is closely related to women's education level. Women who have a higher education tend to have a strong desire not to have a child or limit the number of children.

In a study written by (Helen, 2022) titled "*Childfree as a Women's Decision*" shared that women have two different sides. These are "Body" and "Not Body". The meaning of "Body" refers to the natural body part in a woman. Meanwhile, "Not the Body" is an indication of part of the social, historical, and cultural construction that includes the "Body" of women. Therefore, women are now encouraged to be more aware and consider their rights to their own bodies. Every woman has the right to regulate all activities related to her body, because basically "this is my body".

In a study conducted by (Millennia, 2022) with the title "*Childfree Trends as a Life Choice in Contemporary Society Reviewed from the Perspective of Rational Choice (Analysis on Social Media of the Childfree Indonesia Facebook Group)*" explained that every person or individual has full rights, control, and power over every behavior or action they take. Every woman must return understand what she wants, so that every choice a woman makes over her body is not a coercion (Helen, 2022). Research conducted by (Uswatul & Rosyid, 2021) with the title "*Childfree Perspective on Women's Reproductive Rights in Islam*" also writes that having children or not having children is a choice for women, where every choice taken must have its own consequences.

As for another study conducted by (Adi et al., 2022) entitled "*Childfree and Unmarried Trends Among Japanese Society*" in her decision to choose *Childfree*, women can freely fulfill what is their purpose in life. Small examples are in a career or achieving dreams, continuing education, to choosing to spend time only with a partner. *Childfree* is a term used to describe a person or couple who consciously chooses not to have children (Eva, 2021). The term *Childfree* became increasingly popular in the late 20th century, the reason that made *Childfree* an option was the notion that having a child or offspring was not something that could be forced because it was part of human rights. In addition, another reason is to suppress the population explosion and prevent an increase in abandoned children (Tiara, 2022). *Childfree* is also an option for a number of artists and influencers when they get married and build a family. Gita Savitri, who is married, decided to go *Childfree* because she considers the presence of children to carry a great responsibility so she is afraid that she will not be able to maintain her mandate and it is better to live happily together with her husband (Asta, 2021). Cinta Laura as one of the famous artists in Indonesia chose *Childfree* and adopted a child because she was concerned about children who lacked parental affection (Martiana, 2021). As for Chef Juna, who also does not mind if he has to become a *Childfree*, for him having children is not a priority after marriage and his decision depends on his wife as the owner of the body that will conceive and give birth later (Rifqia, 2022). The decision of these artists and influencers certainly opens the minds of the Indonesian people to try to follow their life choices by becoming *Childfree* for reasonable reasons

and based on considerations for several other interests. These decisions are based on personal choices, values, and individual considerations. People who choose *Childfree* often have various reasons. Some common reasons include: Freedom and flexibility: they may want to enjoy personal freedom, have more time and energy to pursue their interests and hobbies, travel, or take care of themselves without parental responsibility. Career and personal achievements: some people choose *Childfree* because they want to focus on their career, achieve personal goals, and develop themselves without the limitations that may be faced when having a child. Financial considerations: having children can be an important financial dependency.

Some people choose not to have children in order to share their financial resources for personal needs, investments, or a freer lifestyle. Environment and sustainability: Some individuals take *Childfree's* decision due to environmental considerations. They believe that by not increasing the human population, they can reduce the ecological impact and provide a positive contribution to the sustainability of the planet. No interest or drive to raise children: some people don't feel like they have any drive or interest in parenting. They feel happier and satisfied with a lifestyle without parental responsibility. It is important to remember that *Childfree's* decision is a personal right that must be respected. Every individual or couple has the right to decide whether they want to have children or not, and this decision should not be judged or used as a marker of one's happiness or success. Public opinion related to life choices *Childfree* has been a hotly debated in recent years.

Many people view the dubious nature of couples who choose not to have children, considering it a form of indifference to the human future. However, in recent years, the role of influencers such as Gita Savitri in changing public opinion towards *Childfree* has become a concern. Influencers are individuals who have a great influence on their followers on social media. They are able to influence people's behaviors, choices, and views through the content they share. Gita Savitri is one of the well-known influencers in Indonesia who has the ability to change people's views on many issues, including *Childfree's* life choices. In recent years, Gita Savitri has used social media platforms to provide a deeper understanding of *Childfree's* life choices. She openly shares her experiences and views on why choosing not to have a child is a legitimate choice. In various conte

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Childfree's decision is a personal right that must be respected. Every individual or couple has the right to decide whether they want to have children or not, and this decision should not be judged or used as a marker of one's happiness or success. Public opinion related to life choices *Childfree* has been a hotly debated in recent years. Many people view the dubious nature of couples who choose not to have children, considering it a form of indifference to the human future. However, in recent years, the role of influencers such as Gita Savitri in changing public opinion towards *Childfree* has become a concern. Influencers are individuals who have a great influence on their followers on social media. They are able to influence people's behaviors, choices, and views through the content they share. Gita Savitri is one of the well-known influencers in Indonesia who has the ability to change people's views on many issues, including *Childfree's* life choices. In recent years, Gita Savitri has used social media platforms to provide a deeper understanding of *Childfree's* life choices. She openly shares her experiences and views on why choosing not to have a child is a legitimate choice. In various contents, Gita Savitri shared various reasons why a person might choose *Childfree*, ranging from concern for the environment, financial freedom, to the desire to focus on career or self-development.

One of the main strengths of Gita Savitri as an influencer is her ability to connect with her audience. He is able to bring issues that in recent years. Many people view the dubious nature of couples who choose not to have children, considering it a form of indifference to the human future. However, in recent years, the role of influencers such as Gita Savitri in changing public opinion towards *Childfree* has become a concern. Influencers are individuals who have a great influence on their followers on social media. They are able to influence people's behaviors, choices, and views through the content they share. Gita Savitri is one of the well-known influencers in Indonesia who has the ability to change people's views on many issues, including *Childfree's* life choices. In recent years, Gita Savitri has used social media platforms to provide a deeper understanding of *Childfree's* life choices. She openly shares her experiences and views on why choosing not to have a child is a legitimate choice. In various contents, Gita Savitri shared various reasons why a person might choose *Childfree*, ranging from concern for the environment, financial freedom, to the desire to focus on career or self-development. One of the main strengths of Gita Savitri as an influencer is her ability to connect with her audience. He is able to bring issues that convoluted becomes easier to understand through simple language and engaging content. In the content of other artists and influencers, Gita Savitri not only expresses her own views, but also provides facts and data that support *Childfree's* life choice. This helps change people's understanding of the childfree couple, which is often influenced by views, judgments and myths about the childfree couple. In addition, Gita Savitri also uses her influence as an influencer to connect and support the *Childfree* community. She often collaborates with like-minded individuals and networks to raise awareness and eliminate differences related to *Childfree's* life choices. Through her movements and activities, Gita Savitri has succeeded in building a safe space for those who choose to live without a child. However, Gita Savitri's role in changing public opinion towards *Childfree* did not come without debate. Many people still question the policy or decision of the choice and criticize Gita Savitri as an irresponsible influencer, arguing that Gita Savitri only gives one side of the issue without considering the wider social and cultural impacts. However, Gita Savitri wisely responded to the criticism by opening an open dialogue with experts and explaining the reasons behind her choice. This study uses sentiment analysis approach based on the Lexicon-Based model. Lexicon-Based is a simple, feasible, and practical approach to conducting sentiment analysis on social media data. Data suitable for this method includes questionnaires, data from YouTube, Instagram, Twitter, or other social media platforms that contain customer opinions about a product or service. (Matulatuwa, 2017). Sentiment analysis is a field of science that analyzes opinions, sentiments, evaluations, assessments, attitudes, and emotions towards an entity such as products, services, organizations, individuals, issues, events, and topics (Liu, 2012). Sentiment analysis focuses on opinions that express positive or negative sentiments.

Public opinion regarding *Childfree* varies in various cultures and societies. Some common

public opinions include: Support and acceptance: in some communities, Childfree's choice is increasingly accepted and supported. An understanding of the individual's right to make their own life decisions is growing, and there is a recognition that not everyone should or wants to be a parent. Differences and judgments: however, there are many people, differences against those who choose Childfree still exist. Some people may consider these choices to be selfish, unnatural, or incompatible with existing social norms. There is pressure from family, friends, or the general public to have children as part of the role traditional. Questions and challenges: Childfree individuals often face questions and challenges regarding their decisions. They may face social pressure to explain or account for their choices, as well as face a lack of understanding from others. Attitude development: attitudes towards Childfree also change over time. Public awareness of the way of life choices and individual rights is increasing, and many individuals are more open to Childfree choices, especially among the younger generation. Keep in mind that people's opinions can vary greatly depending on the specific culture, religion, and social environment.

Nonetheless, regardless of differences in public opinion, it is important for each individual to respect the decisions of others regarding having or not having a child, as well as to treat those choices with an attitude of understanding and tolerance. The difference between this study and previous research lies in the viewpoint used to discuss Childfree, which includes the religious, social status, and economic aspects of the individual. Therefore, based on the background that has been described, the purpose of this study is to study more deeply about Childfree from the perspective of utilitarianism, an ethical view that emphasizes that the right action is the one that produces the most beneficial consequences for the vast majority of people or who maximizing overall happiness and existentialism is a philosophical view that emphasizes individual freedom, personal responsibility, and the search for meaning in life in a world that has no inherent meaning. It emphasizes that individuals have the freedom to determine the meaning of their own lives through their actions and choices.

The formulation of the problem based on the description in the previous journal is how Gita Savitri interpreted the Childfree issue and the response from netizens to Gita Savitri's view. The purpose of this study is to discuss Gita Savitri's views on Childfree and outline the responses or responses from netizens to these views.

METHODS

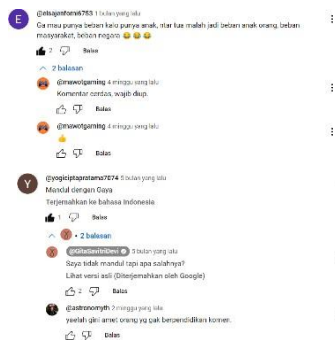
This research uses a qualitative descriptive approach, where the goal is to reveal the meaning contained in the media text. Another secondary data collection is carried out by internet searching techniques, which are techniques for obtaining information through internet media by searching in depth online data on the internet (Burhan, 2012). Search for data online using the help of software or

search engine applications such as google and official websites. Data analysis techniques using sentiment analysis based on the Lexicon-Based model. Sentiment analysis It is a branch of data mining science that aims to analyze and extract textual data that includes opinions, evaluations, attitudes, emotions, assessments, and a person's sentiments towards an object, individual, organization, or issue.

FINDINGS AND DISCUSSION

As mentioned earlier, indirectly online society is divided into several groups when facing discussions about *Childfree*, namely between groups that support, oppose, and neutralize those who seek to criticize both.

Comment Against (cons)



Supportive Comments (pro)



Neutral Comments



Thus, the researcher grouped the data based on keywords as shown in the following table.

Positive	Negative	Neutral
Intelligent	Burden	Simple
Purpose	Extinct	Choice
Value	Infertile	Up
Discussion	Afterlife	View
Spirit	Damage	
Support	Manage	
Happiness		

From the comments of netizens conveyed above, it can be seen that the party behind Gita Savitri tends to show an attitude that is against or against the desire to have a child. Groups that support *Childfree* tend to express consent based on a variety of factors that support the choice not to have children. Starting from freeing children's choices, the human population that is difficult to contain, for example: poverty and neglect, as well as focusing on one's own career and happiness to other factors. Groups that oppose *Childfree* tend to show conflicting attitudes to the choice of not having children. Even they compared Gita Savitri to other influencers who adhere to *Childfree*. Meanwhile, the neutral group did not defend Gita Savitri but also did not support those who opposed her. It is important to remember that netizens' opinions are very diverse, some netizens may support Gita Savitri's decision to become *Childfree*. They may value and respect the right of each individual to make life choices that suit their personal desires. This view may be based on the understanding that parenthood is a big responsibility and not the right choice for everyone. On the other hand, some netizens may have a different opinion.

They may feel that parenthood is an important part of human life and is a social responsibility that must be carried out by individuals. This view may arise from the belief that having children is a valuable experience and provides deep meaning in a person's life. In addition, there may also be netizens who do not have a firm one-way view or who have different points of view depending on their background, life experience, and personal values. It is important to remember that every individual has the right to make their own life choices, including decisions about having or not having children. The lives of individuals including influencers like Gita Savitri are private rights and maintaining mutual respect in respecting differences of opinion is an important aspect of an inclusive and tolerant society. Gita Savitri's way of interpreting *Childfree* reflects her viewpoint and choice to live a childless life. He expressed his views on this issue by highlighting his reasons, beliefs, and the significance he gave to the decision. His views may include elements such as an emphasis on personal freedom, ambition in a career, concern for the environment, or a desire for a different lifestyle. As an influential influencer, Gita Savitri's views on *Childfree* can have a big impact on the views of netizens. His statements and public discussions on this topic can spark talk, debate, and various reactions among netizens. Some netizens may feel connected to her views and feel that their choice is recognized, which could increase acceptance of the *Childfree* lifestyle. They may appreciate Gita Savitri's honesty and courage in challenging social norms. However, Gita Savitri's opinion can also cause criticism, disapproval, or questions from netizens who have different social beliefs or expectations. Some netizens may express rejection, referring to social or cultural values that emphasize the importance of being a parent as a part

complete of life. As a result, her attitude can spark discussions, generate various views, and deepen the visibility among netizens about *Childfree's* lifestyle. The impact of Gita Savitri's views on netizens is a convoluted fact. This can affect the dynamics of public discourse, influence individual views, and challenge social norms around the decision to become *Childfree*. Due to his influence as an influencer and influential public figure, this can increase visibility and recognition of *Childfree's* choice, which in turn can increase awareness and understanding among netizens. However, ultimately, the impact on netizens' views will vary depending on their openness, personal beliefs, cultural background, and readiness to accept alternative lifestyles or choices.

By their nature, humans are created as social or social creatures that cannot live alone and must be among others (Dedi & Diananta, 2018). As social beings, humans have the need to interact with others so that they are encouraged to make friends, get married, and build a family to meet social needs (Siti, 2020). Building a family is a way for humans to magnify interactions with each other by forming a community (Fadhillah & Fitri, 2022). Through Family, humans can have certainty in meeting their social needs. This is also in line with the statement from Myrtati and Joseph who mentioned that humans are also referred to as biological creatures because they need food and can carry out various activities such as increasing the number of offspring and other physical activities (Myrtati & Joseph, 2019). Therefore, the purpose of forming a family is to increase the number of offspring and continue to meet human social needs. A good family is one that has children as a successor and an enhancer of happiness in life.

However, as the times developed and also science and culture, the meaning and purpose of building a family began to change. Modern society sees that building a family is not only to increase offspring and continue to meet social needs, but also as a manifestation of the commitment that has been made at the time of marriage. The essence of the family is when its members carry out their commitment and are responsible for their respective roles (Hikmat & Hasiyati, 2018). The existence of offspring or children is no longer considered an important thing that is required to exist in the family. For a number of people, having a child will be a potential for new problems to arise in terms of mental and economic aspects. Therefore, a *Childfree* trend has begun to emerge in building a family. In the late 20th century, the term "*Childfree*" began to spread. The reason that prompted the emergence of the *Childfree* option is the belief that having children or offspring should not be forced because it is part of human rights. According to (Agus & Saifullah, 2022), *Childfree* is chosen by modern society because they want to achieve maximum happiness for their husbands and wives without thinking about the presence of a child. What's more, choosing to live *Childfree* is seen as an involvement in reducing the growth of the human population and reducing the number of children who are abandoned because parents are not financially or mentally prepared. Even though it is common in modern society, the *Childfree* lifestyle still often causes debate. Correctly, *Childfree* is

still considered something undesirable and even considered an act that violates norms because it contradicts the prevailing views of human nature, religious values, and culture.

Mainstream of women's interests today

The decision to become Childfree is a complex personal choice and is influenced by a variety of factors. In the context of today's mainstream of women's interests, some of the main factors driving this choice include freedom and independence, where women increasingly demand autonomy in making their life decisions, including decisions to not have children. Financial freedom is also an important consideration, allowing them to focus on their careers and economic independence. Career priorities and personal development also play a big role, with many women aspiring to reach the top in their professional fields and pursue the unhindered passion of childcare responsibilities. In addition, concerns about the environment and population growth have prompted some women to choose to become Childfree, believing that this can help reduce the burden on the earth's resources. Dissatisfaction with the traditional role of motherhood is also a factor, with some women feeling bound by social expectations that demand and limit their freedom. Fears and anxieties related to parenting responsibilities, as well as social and cultural changes that provide more reproductive options, are further driving the normalization of the decision not to have children. It is important to remember that every woman who chooses to become Childfree has different reasons, and this decision must be respected without judgment.

Lexicon-Based Theory

Lexicon-based theory is one of the methods in sentiment analysis that uses a sentiment dictionary to identify sentiment in a text. This approach is based on the assumption that each word has an inherent emotional meaning, and that a sentiment dictionary serves as a tool for recognizing that emotional meaning. A sentiment dictionary is a list of words that have been labeled sentimental, such as positive, negative, or neutral. Each word in this dictionary has a sentiment score that shows how positive or negative the word is. For example, the word "good" is given a positive score, "bad" is given a negative score, and "table" is given a neutral score. The way the Lexicon-Based approach works is to match words in the text with those in the sentiment dictionary. Each word in the text is matched to the same word in the dictionary, and its sentiment score is calculated. Then, the scores are summed up to determine the overall sentiment of the text.

The perception of Childfree in today's modern society should be faced in a wise way, by not only considering its negative aspects, but also looking at its positive side. The absence of children in a marriage should not be used as a measure of happiness. Basically, commitment in marriage between

husband and wife is not just about reproduction. When couples agree not to have children, they aim to achieve maximum individual happiness. This should not be considered something negative as long as the decision is made with the consent of both parties.

Hereditary beliefs that mention that "many children have a lot of fortune" makes childfree considered to eliminate the value of this trust (Imroatul, 2021). Also, since humans are biological beings, they are considered to have an obligation to give birth and reproduce offspring. Therefore, the Childfree lifestyle is considered to be something that hinders humans from carrying out their natural duties. Another assumption believed by the community is that a new marriage is said to be happy and complete if it has children (Miwa et al., 2021). Some points of view are also not in line with Childfree, as presented in deontological ethics. From the point of view of deontological ethics put forward by Immanuel Kant, it is stated that an act is considered good because it is an obligation, and as long as humans carry out their obligations, they are considered to have done good and moral (Agus & Dwiputri, 2021). Humans have a responsibility to multiply offspring and fill the earth, so if a person chooses to be Childfree, it is considered as not fulfilling his obligations. The emergence of Childfree did not receive a positive response when viewed from the point of view of deontological ethics.

Deontology Ethics Viewpoint

Deontology ethics is a school or approach in ethical research that highlights the importance of moral obligations and principles that must be followed in decision-making true. The origin of the word "deontology" comes from the Greek word "deon", which means "obligation" or "duty". In the context of deontological ethics, the truth or deviation of a moral act is determined by the moral obligation that must be obeyed, regardless of the consequences or consequences that may arise. This approach is strongly linked to the help of the philosopher Immanuel Kant, who was one of the main figures in the development of deontological thought. Kant argues that right moral action is one that is in line with "categorical imperatives," i.e. a moral imperative that is global or universal and is not influenced by individual desires or desires. For Kant, one must act on principles that can be applied in general without considering specific situations or consequences.

In the ethical framework of deontology, moral norms or obligations are seen as fixed and should not be violated, even if the consequences or consequences of such actions may be negative or undesirable. For example, proponents of deontological ethics may argue that lying is always an unright act, regardless of the situation or the goal of the lie. Deontological approaches often combine the concepts of human rights and general values. Principles such as respecting human dignity, treating

people fairly, or obey moral rules which is considered common, becomes the basis for the moral decision-making process. However, criticism of deontological ethics is often related to a lack of consistency or inflexibility in dealing with convoluted moral situations. Some moral views often require contextual consideration and judgment about the possible consequences of such actions. It is important to remember that there are a wide variety of different ethical approaches, and no single approach can be considered "right" or "wrong." Deontological ethics is one of the approaches used by ethicists to analyze and understand moral issues.

Utilitarianism and Existentialism viewpoints

Utilitarianism is an ethical viewpoint that is based on the principles of utility or utility. This point of view was developed by philosophers such as Jeremy Bentham and John Stuart Mill. According to utilitarianism, ethical actions are those that produce the most consequences of happiness or benefit for the largest number of people. In utilitarianism, happiness or profit is measured in the form of utility or quantifiable value. These utilities can be measured individually, depending on the approach taken. The main goals of utilitarianism are achieving "the greatest good for the number the biggest". The utilitarian viewpoint emphasizes the importance of considering the impact or consequences of an action. The right decision must be based on a rational evaluation of how the action will affect the happiness or benefit of the individual and society as a whole. In the context of utilitarianism, the decisions that are considered correct are the ones that produce the most favorable outcomes, measured in utility terms, for as many people as possible. However, these actions will be considered useful if the actions taken can provide benefits or benefits as well as happiness to everyone involved (Isfaroh, 2021). The utilitarianism approach often involves calculating and comparing the various consequences that may arise from an action. This can involve consideration of the social, economic, and moral aspects of the action. Utilitarianism also includes the principle of fair distribution, where efforts are made to maximize happiness or benefit for all individuals involved. However, criticism of utilitarianism also exists. One of the main criticisms is that this approach can ignore individual rights and justice. Critics argue that utilitarianism tend to override the interests of individuals who may get negative impacts from an action, if the action results in greater profits for the majority.

The utilitarian viewpoint has a wide range of involvement in a variety of areas, including business ethics, public policy, and moral decision-making. This approach considers it important to consider the consequences or consequences of the action and look for ways to achieve the most favorable outcome in Overall. Utilitarianism itself emphasizes that the good or bad of an action depends on the final goal that each individual wants to achieve, because from there the individual can feel his own happiness (Agus & Saifullah, 2022). In the perspective of utilitarianism, action Childfree

carried out based on thinking for the common good so that it is not considered a wrong action (Endang et al., 2022). An increase in population can cause the earth to become more dense and limited resources will be exhausted due to limited numbers. If such a situation occurs, there is a possibility that humans will have difficulty meeting their needs in the future due to lack of resources. In addition, lifestyle Childfree It also helps reduce the number of abandoned children because parents are not financially and mentally prepared to take care of children. Therefore, Childfree It received a positive response from the point of view of utilitarianism because it provides benefits that can be enjoyed by many people. Utilitarianism approach, which emphasizes the importance of prioritizing the interests of people It makes a lot of sense in favor of Childfree's adoption. In the view of utilitarianism, the main concern is focused on the problem of overpopulation and the high number of children who are abandoned due to the financial and mental incapacity of their parents, which is a major concern for those who choose the Childfree lifestyle. The utilitarian viewpoint encourages people to consider common interests, although humans tend to be selfish by nature, but they also have social traits that reflect altruism, in accordance with the utilitarianism viewpoint. Therefore, in this context, the utilitarian approach logically favors Childfree.

Existentialism is a philosophical viewpoint that emphasizes the understanding of the individual, freedom, and human existence. This viewpoint focuses on the meaning of life, the freedom of individuals to make choices, and personal responsibility in creating meaning in life. Basically, existentialism argues that individuals are creators of meaning in their own lives. This belief is contrary to the view that life has a meaning that is given inherently or determined by factors External. Existentialists assume that humans are born into a world that has no inherent meaning, and that their job is to create meaning through their own actions and choices.

Existentialism also emphasizes freedom

Individual. According to this point of view, humans have the freedom to choose, and personal responsibility for their actions and choices. Existentialists believe that this freedom is accompanied by anxiety and confusion, because humans have to face the consequences and responsibilities of their choices without having a clear guide. Existentialism also highlights the solitude and isolation of the individual. Although humans live in society, existentialists argue that each individual lives a unique life experience and exile in their own consciousness. They emphasize the importance of accepting this solitude and finding meaning in life despite uncertainty and feelings of isolation. Existentialist thinking has been of great help to the fields of philosophy, literature, and psychology. Some well-known existentialist figures include Jean-Paul Sartre, Søren Kierkegaard, and Friedrich Nietzsche. The existentialism viewpoint provides a deep understanding of human existence, freedom, personal responsibility, and the search for meaning in life. Each existence, with a difference in emphasis speaks

of freedom quoted from (Crescent, 2021) under the title "The Values of Technological Progress as an Instrument of Self-Actualization of Contemporary Society (An Analysis of the Ontology of Martin Heidegger's Existentialism)". In simple terms, existentialism is the freedom of each individual in treating himself alone. Childfree's lifestyle also reflects modernization in the context of human rights, which affirms that each individual has the right to himself as long as he does not interfere with others. In Childfree, this means that women have the freedom to choose whether they want to get pregnant and have children or not. This is in line with the existentialist viewpoint which emphasizes that humans have the awareness and freedom to determine their own actions as long as they do not harm others (Ucep, 2021). Based on the findings of previous studies conducted by other researchers, the Childfree phenomenon is not considered a negative action. Therefore, from the point of view of existentialism, it can be concluded that Childfree is allowed to be done.

Childfree is not against the law and is not considered an illegal act. Married couples have the freedom to choose whether or not to live a Childfree lifestyle as long as they have reached a mutual agreement. It is important for them to reach the agreement so that the decision does not burden or harm one of the parties. Although religious teachings may encourage married couples to have a child, no one says that it should be mandatory. Thus, it doesn't matter if the married couple decides to not have a child in their wedding. Therefore, Childfree is actually not something that needs to be debated whether it is okay to do it or not. In Childfree's background, the existentialist viewpoint affirms that the decision to have a child or not depends on the individual owning the body (e.g., a woman). The existentialist viewpoint emphasizes the right of each individual to his own body, so that as long as the individual does not cause harm to others, he has the freedom to make decisions regarding his body. This point of view is correctly in accordance with the principles of Human Rights (HAM). However, if viewed more deeply from the point of view of existentialism, Childfree has a questionable weakness. Individuals who choose the Childfree lifestyle may become selfish and only care about their personal gains, using reasoning based on existentialism and human rights viewpoints. Therefore, the utilitarian viewpoint is also considered appropriate and appropriate to support the Childfree that is common today, as it is based on consideration of the common interest.

CONCLUSIONS

Sentiment analysis of content that discusses the topic of *Childfree* Gita Savitri has a strong understanding of the decision to become *Childfree*. He personally chooses to not have children, and his views reflect his priorities for personal freedom, career ambitions, environmental concerns, and a desire for a different lifestyle. As a public figure and influencer, Gita Savitri defends her views on *Childfree* through public statements and her involvement in open discussions.

He is willing to face the debate and criticism that may arise because of his views. Gita Savitri's views can affect netizens' responses. Some feel connected to their views and have validation for their choices. The reason for accepting this view is its priority over personal freedom, career ambitions, environmental concerns, and a desire for a different lifestyle. This can help increase acceptance of *the Childfree* lifestyle and expand understanding of the alternative. However, Gita Savitri's views also sparked controversy and debate among netizens who had different views. Some oppose it and refer to social or cultural values that consider parenthood to be important in life. Gita Savitri's views contribute to the discussion and thinking about this issue. Although there have been mixed responses to it, it has prompted a deeper picture of the individual's freedom to choose his or her own path. Nevertheless, it is important to remember that Gita Savitri's views are just one of many views on *Childfree*.

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