

Abstract

Social media is now widely used for various needs. Political parties use it as a medium to expand their network to a broader audience because various activities can be carried out on social media. Gerindra Party, with its account @Gerindra on Twitter, is in the audience's spotlight because its delivery differs from other parties. Audiences also have different views on the information provided by the @Gerindra account. This paper aims to determine the audience reception of the @Gerindra Twitter account. This research uses a descriptive qualitative research method. This study also uses the theory of political literacy and digital literacy, which consists of several aspects as a basis for knowing the background of audience reception, as well as Stuart Hall's audience reception theory. The results obtained in this study show that the background and several aspects of the relationship between political literacy and digital literacy, including the experiences that the audience has experienced, affect the reception they receive. In the end, an audience is determined based on the categories of Stuart Hall's audience reception.

Keywords: Social Media, Political Literacy, Audience Reception.