

## ABSTRACT

*The presence of social media apparently bring impacts on the political communication. Jokowi is one of political communicator who choose social media youtube as communication politics channel. This research aims to know audience reception about the political message of President Jokowi channel and also what is the factor that affect reception of the audience. Recently social media chosen by some political communicator to get their message out directly to the community. In addition to more practical, the political communicator can freely from biased messages such as when they told the messages through mainstream media. Type this research is qualitative research. This research uses data collection techniques through Focuss Group Discussion (FGD) on July 9th 2017 and interview on July 5th, 6th and 7th 2017. The theory that used to analyze audience reception is encoding-decoding theory on Stuart Hall. The results of this research showed that the reception of the audience was the channel as a communication channel and as a information and political communication channel. There are five audience who are at the hegemonic dominant position and one audience in the grey oppositional position. Two of a new positions not included in audience position according to stuart hall found in this research. First, the grey oppositional position, if audience not capable to recieved a message and declined to dominant meaning offered by the maker of message. Second, the grey dominant position, if audience not capable to recieved the message, but thye agreed to dominant meaning offered by the maker of the message. The factors that affect the youtube channel president joko widodo audience in reception were, age factors, education background factors, exposure and like or dislike factors.*

*Keywords : reception analysis, political message, youtube, president joko widodo*