

ABSTRACT

A content creator Bintang Emon creates political content on his Instagram account. He shares political content using a satirical style of language. Bintang Emon's satirical content packages political messages that seem heavy to be lighter for teenagers to accept. However, the existence of this political satire content has also become controversial for some who watch it. This study was conducted with the aim of analyzing the reception of Bintang Emon's political satire content among teenagers. The study used a qualitative method with a reception analysis approach. Research data were collected by conducting interviews with 15 informants with 3 different categories, namely new voters, teenagers who have voted (have experience voting), and teenage campus activists. The content analyzed amounted to 5 contents selected based on the highest engagement. The results of the study showed that Bintang Emon's political satire content was packaged in the form of subtle satire (Horatian satire) by inserting humor into each satirical content he created. Furthermore, the reception of informants in this study was mostly in a dominant hegemonic position. Each informant from the three categories accepted and agreed with political content packaged in the form of satire. Informants agreed that political content that had humor inserted into it could be more easily accepted. However, in some content, informants appear in a negotiated position where they accept some of the satirical messages in Bintang Emon's content but are less accepting of the satirical messages that they consider too biased towards certain parties. In addition, the oppositional position also appears in one content, where informants do not reject satirical messages that are considered too biased towards Gen-Z. This finding shows that teenagers have intentions on political issues, this finding is another perspective on the findings about the low level of teenagers on political issues.

Keywords: *Reception Analysis, Teenagers, Political Satire Content, Bintang Emon*