

ABSTRACT

@agendasolo is an account that provides information about the city of Solo which has the highest number of followers on Instagram. @agendasolo provides content messages in the form of interesting photos about a place or location that can be a reference for Instagram users when visiting the city of Solo. This study uses a qualitative x descriptive research method using Stuart Hall's reception analysis. The purpose of this study is to determine the position of the audience according to Stuart Hall's three reading positions on the content of culinary tourism destinations presented on the @agendasolo account. The three positions are dominant reading, negotiated reading, and oppositional reading. The results showed that from the three elements of the @agendasolo tourist destination message that were examined, three informants who had been interviewed were in a negotiated reading position on the photo element, while the other two informants were in a dominant reading position. Furthermore, in the caption element, four informants are in the negotiated reading position while the other one is in the dominant reading position. Furthermore, on the hashtag element, four informants are in the dominant reading position while one other informant is in the negotiated reading position.

Keywords: *Reception Analysis, Instagram, Culinary Destination*