ABSTRACT

In the research entitled "Audience Acceptance Analysis of Vulgar Content on the Spotify FWB *Podcast*" this study analyzes how listeners' acceptance of vulgar elements in several episodes of spotify FWB *Podcast*. This study uses a descriptive qualitative method with a reception analysis approach from Stuart Hall. Reception analysis is an approach that discusses and explores audiences, how audiences receive and understand the content of messages received from the media accessed. The purpose of this study is to find out where the audience is according to Stuart Hall's three reading positions on vulgar content on the spotify FWB *Podcast channel.* The results of this study show 2 *audio clips* in 2 episodes of the unit of analysis under study. In *audio clip* there is 1 informant in a dominant position, 2 informants are in a negotiating position and 1 informant is in an opposition position, and in *audio clip* 2 2 informants are in an opposition position, 1 informant is in a negotiation and 1 informant is in a dominant position. The number of negotiating and opposition positions is balanced, each having 2 informants.

Keywords: Reception Analysis, Vulgar Content, FWB Podcast, Spotify