

## ABSTRACT

The news of PPKM Level 4: Java - Bali in online media, one of them which was reported in Kompas.com, has caused a lot of responses for many people from all backgrounds, especially MSME owners. From the spread of the news, several perceptions emerged from the public. The purpose of this research is to find out how is the Dominant Hegemony Position, Negotiation and also Oposition of the PPKM Level 4: Java-Bali News Report on coffee shop business owners in Bandung city. The research method used in this research is the qualitative descriptive research method. The theory that used is the Reception Theory by Stuart Hall. Data collection techniques were carried out through literature study, observation, interviews, and documentation with seven key informants, and one additional informant. After the researcher conducted the Perception of Coffee Shop Owners in Bandung City on PPKM Level 4: Java-Bali News Report in Kompas.com Online Media, researcher suggest that Kompas.com provide a brief report and clear and does not divide one piece of information into several piece of news and for the coffee shop in Bandung city to continue innovating so that the business runs smoothly and growing.

**Keyword:** Reception, Coffee Shop, PPKM Level 4 News, Kompas.com