

## DAFTAR GAMBAR

|                                                                            |    |
|----------------------------------------------------------------------------|----|
| Gambar 1.1 Kawasan Istana Maimun .....                                     | 1  |
| Gambar 1.2 Screenshoot Keluhan Pengunjung Istana Maimun.....               | 6  |
| Gambar 1.3 Screenshoot Balasan Keluhan Pengunjung Istana Maimun .....      | 7  |
| Gambar 1.4 Screenshoot Lanjutan Balasan Keluhan Pengunjung Istana Maimun.. | 8  |
| Gambar 1.5 Observasi Peluang Penelitian Menggunakan VosViewer.....         | 9  |
| Gambar 2.1 Model Analisis Resepsi Stuart Hall .....                        | 16 |
| Gambar 2.2 Kerangka Pemikiran.....                                         | 32 |
| Gambar 4.1 Contribution on Coding of Dominant-Hegemonic Position .....     | 69 |
| Gambar 4.2 Word Cloud for Dominant-Hegemonic Position .....                | 71 |
| Gambar 4.3 Contribution on Coding of Negotiated Position.....              | 74 |
| Gambar 4.4 Word Cloud for Negotiated Position.....                         | 77 |
| Gambar 4.5 Contribution on Coding of Oppositional Position.....            | 82 |
| Gambar 4.6 Word Cloud for Oppositional Position.....                       | 84 |
| Gambar 4.7 Item Clustered by Coding Similarity .....                       | 88 |