

ABSTRACT

This study analyzes the public reception of digital media coverage of Maimun Palace as a local cultural heritage, focusing on complaints regarding its facilities, market-like atmosphere, and suboptimal management. Maimun Palace, as an important cultural heritage site, is often featured in digital media, shaping public perceptions of its actual condition and image. This research employs a qualitative method with reception analysis based on Stuart Hall's theory, which categorizes public responses into three positions: Dominant-Hegemonic, Negotiated, and Oppositional. Data were collected through in-depth interviews with local residents, visitors, representatives of Balai Pelestarian Kebudayaan Wilayah 2, academics, and local media that actively discuss Maimun Palace. The study finds that the majority of informants accept the negative image of Maimun Palace from a Dominant-Hegemonic position. Some informants are positioned in the Negotiated category due to their critical perspectives, while a small group belongs to the Oppositional position, rejecting negative portrayals due to discrepancies between digital media representations and the actual conditions on-site. The study recommends enhancing strategic communication through digital media, improving facilities, and managing vendors to better the image of Maimun Palace. Collaboration among the government, management, and digital media is crucial to support the sustainable preservation of this cultural heritage and foster a positive image of Maimun Palace among both local and out-of-town visitors.

Keywords: *Maimun Palace, Reception Analysis, Digital Media, Culture, Tourism*