

**ANALISIS RESEPSI PUBLIK TERHADAP POLITIK DINASTI PASCA-  
PEMILU 2024 PADA PODCAST TOTAL POLITIK: STUDI NETNOGRAFI  
MEDIA SOSIAL X**

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**ABSTRAK**

Podcast Total Politik bersama Pandji Pragiwaksono menimbulkan perdebatan mengenai isu politik dinasti dan demokrasi di Indonesia, khususnya di platform X, yang menjadi ruang publik digital, sehingga melahirkan beragam interpretasi masyarakat. Penelitian ini bertujuan untuk menganalisis bagaimana publik memaknai isu politik dinasti pasca-Pemilu 2024 melalui diskusi yang berkembang di platform X setelah podcast tersebut dipublikasikan. Penelitian menggunakan metode kualitatif dengan pendekatan netnografi terhadap unggahan, komentar, balasan, dan kutipan pada media sosial X yang membahas Podcast Total Politik selama periode penelitian, serta didukung studi kepustakaan. Analisis dilakukan menggunakan teori *Reception Analysis* Stuart Hall dan konsep demokrasi digital untuk menganalisis implikasi temuan terhadap data penelitian. Hasil penelitian menunjukkan bahwa publik memaknai politik dinasti menjadi tiga posisi, yakni *dominant-hegemonic*, di mana mayoritas pengguna X berada pada posisi *dominant-hegemonic* dengan memandang politik dinasti sebagai isu problematis yang layak untuk diperdebatkan karena menjadi ancaman terhadap demokrasi. Sementara itu, melalui posisi *negotiated reading*, publik memberikan legitimasi terhadap politik dinasti secara bersyarat. Terakhir, kelompok *oppositional* yang cenderung memandang politik dinasti sebagai praktik yang sah. Adapun temuan lain menunjukkan bahwa X berfungsi sebagai ruang deliberasi digital yang memungkinkan publik membangun diskursus politik secara kolektif, membentuk opini publik, serta merefleksikan kualitas demokrasi digital melalui partisipasi politik masyarakat di era digital.

**Kata Kunci:** Politik Dinasti, Resepsi Publik, Netnografi, Media Sosial X, Demokrasi Digital

**ANALYSIS OF PUBLIC RECEPTION TOWARDS DYNASTY POLITICS  
POST 2024 ELECTION ON THE TOTAL POLITICS PODCAST: A SOCIAL  
MEDIA NETNOGRAPHY STUDY X**

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**ABSTRACT**

*The Total Politik podcast featuring Pandji Pragiwaksono sparked a debate regarding the issue of political dynasties and democracy in Indonesia particularly on the X platform, which serves as a digital public sphere thereby giving rise to diverse public interpretations. This study aims to analyze how the public interpreted the issue of political dynasties following the 2024 General Election, based on discussions that emerged on X after the podcast's release. The research employs a qualitative method using a netnographic approach to examine posts, comments, replies, and quotes on X regarding the Total Politik podcast during the study period, supplemented by a literature review. Stuart Hall's Reception Analysis theory and the concept of digital democracy were utilized to analyze the implications of the findings. The results indicate that the public adopted three positions regarding political dynasties: the dominant-hegemonic position, held by the majority of X users, who viewed political dynasties as a problematic issue worthy of debate due to the threat they pose to democracy; the negotiated reading position, through which the public granted conditional legitimacy to political dynasties; and the oppositional position, held by a group that tended to view political dynasties as a legitimate practice. Furthermore, the findings reveal that X functions as a digital deliberative space, enabling the public to collectively construct political discourse, shape public opinion, and reflect on the quality of digital democracy through civic political participation in the digital era.*

**Key words:** *Dynasty Politics, Public Reception, Netnography, Social Media X, Digital Democracy*