

ABSTRACT

ANALYSIS OF PHOTO SELFIE AS A MEDIUM TO EXPRESS THEMSELVES (STUDY ON KURT COLEMAN'S INSTAGRAM ACCOUNT)

By

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Picture is a media for people to express themselves. Picture has meaning, where it can be represented to a person feeling, such as Kurt Coleman, as the person who likes taking and sharing his selfie photo in his Instagram. The purpose of this research are: 1. To know the frequency of Kurt Coleman to share his selfie photos in Instagram. 2. To know and to explain the meaning of selfie photos and how it can be a good media to express himself in social media for example Instagram by analyzing Kurt Coleman's photos.

This research is using qualitative method and Kurt Coleman photos as an object. Communication theory that used in this resource is semiotic theory by Ferdinand De Saussure. By seeing the meaning of signifier and signified from Kurt Coleman photos, to analyze those photos' meaning, researcher using four indicators, there are face expressions, fashion, style and background.

The results of this research explain that the selfie photos by Kurt Coleman has shown four indicators such as face expressions, fashion, style, background and researcher assumed that Kurt Coleman not only take his own picture but also do foto selfie by location, fashion and what he was doing.