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 represented to a person feeling, Such as Kurt Coleman, as the person who like 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 themselves in social media for example Instagram by analyze Kurt Coleman’s photos.

This research is using qualitative method and Kurt Coleman photos as an object. Communication theory that used in this recource is semiotic theory by Ferdinand De Saussure. By seen the meaning of signifier and signified from Kurt Coleman photos, To analyze those photo’s meaning, researcher using four Indicator, 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 the was doing.