

## **ABSTRACT**

*Social media has recently become a phenomenon of new media favored by Indonesian people, especially for teenagers and adult. The characteristic of social media which is cyberspace often create a booming phenomenon both among users of social media and even wide audience or public. In this study, researcher interested to research the meme phenomenon in social media Instagram. This research is a qualitative research that use a virtual ethnography. Informants in this research are Instagram users who posted a meme activity use their selfie photos. The results showed that there were five motive behind Instagram users in doing activity post a meme, such as curious motive, entertaining motive, motive of love, motive of expression and motive of self-esteem. In interpret activity posting a meme conducted by Informant, researcher found three main points, such as feel cared by followers, give information to followers and acquire a new experiences. This research also discovered that the meme phenomenon is a phenomenon in which users convey the message in a new form with the verbal language unites with nonverbal communication (expression).*

***Keywords: meme, meme post, motives, meanings, virtual ethnography***