

ABSTRACT

Nowadays, Instagram as a type of social media has become popular in the era of new media. The features which was offered could make the users interested to keep being active in using it. One of the most attractive feature on Instagram is the photo sharing. In its development, the feature of photo sharing became popular and being used by the public figures for showing their achievements, even their daily lives. One of the most Instagram account that is concerned by Indonesian users is the account of Raisa Andriana with a username @raisa6690. Her wedding with an Australian-born presenter, Hamish Daud Wyllie, became a mass talks, conversations, even debate over all the media, rising up the hashtag #haripatahhatinasional and #haripatahhatinasionaljilid2 until became a trending topic for couple of days. This research focused on the meaning of @raisa6690's uploaded photos that contained Sundanese Wedding procession, on the Siraman, Ngecagkeun Aisan, Ngeyeuk Sereuh and Akad. Sundanese Wedding procession which is known as a sacred and full of respectful ritual on the honor of the ancient, are shown that simple but elegant by Raisa Andriana so that the people could be more familiar with the core of the culture. In the midst of the artist's bombing of modern wedding, Raisa uses this Sundanese culture as a form of local wisdom that should be re-introduced to build more awareness to people. This research is using qualitative type with a method of Roland Barthes semiotics analysis. The results of this research show that the denotation meaning of the photos in @raisa6690 account related to the Siraman, Ngecagkeun Aisan, Ngeyeuk Sereuh and Akad Procession is a form of happiness, compassions, and the holy meaning of a wedding. The meaning of the connotation shows that Sundanese wedding that is highlighted in the procession are form of simplicity and a strong character of Sundanese people which emphasizes the values and respects to the oldest. The meaning of myths of the photos showing that Sundanese Wedding procession which once known as a sacred, tight and formal wedding that only Sundanese people can hold, now appear as a new form of marriage trend that spreading the local wisdom to the world. It became the important values of culture raised in @raisa6690's wedding photos on her Instagram, opening the eyes of people that culture is something worth to be maintained.

Keywords: Instagram, Sundanese Wedding, Photos, Semiotics, Roland Barthes