ABSTRACT

Photography is to be in great demand by various groups, from young people to the elderly have begun to embrace photography as a hobby or profession because photography has facilitated by technological sophistication that makes our work easily seen by an audience. Instagram social media has become one of the media that is widely used by amateur and professional photographers to show their works, because Instagram is a media that has a feature to share photos. But in one Instagram account named @amandamargareth, Amanda is a female photographer whose work is dominated by nude photos that take advantage of the beauty of a woman's body when a woman usually feels shy or uncomfortable to show her curves.

This research focused on the meaning of the photo, looking for non-verbal messages that the photographer tried to convey. The research method used is descriptive qualitative. The data obtained in the results of this study using Roland Barthes's semiotic analysis.

Based on the results of research the denotation meaning of photo from the account @amandamargareth shows a woman who is lonely in her room. The connotation meaning shown after examining poses, objects, aesthetics, photogenia, and syntax is a sign of depression. The myth in this photo is that the photos show that a person is feeling depressed, but usually that someone who is depressed has no hope.

This is why nude photos on Instagram usually should not be in Instagram, because with a view that violates the law and the absence of a filter for anyone who sees it along with the meanings of depression shown in this photo does show a bad thing.

Key Word : Photography, Instagram, Semotic, Roland Barthes