

**SELF PRESENTATION OF LATE ADOLESCENCE THROUGH
THE USE OF KOREAN LANGUAGE (HANGEUL) ON INSTAGRAM**

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ABSTRACT

The Korean Wave phenomenon has attract the attention of people from various countries to recognize and apply the cultural aspects of South Korean, one of them is their language, Hangeul. The existence of Hangeul can be seen in Instagram by the written caption and bio or comments that was given from one user to another. The purpose of this research was to know the self presentation that the user wanted to show in Instagram regarding the use of Korean Language (Hangeul). This research used qualitative method with dramaturgy approach to five informants whom are Instagram users that actively use Hangeul. The result shows that the informants used Instagram as a place to present themselves using Hangeul for their activities, especially using Hangeul in their caption. In presenting themselves, each informant had their own motive, such as existence, self actualization, role model, popularity and positive judgement.

Keywords: *Hangeul, Instagram, Self Presentation, Late Adolescence*