

ABSTRACT

Instagram is a social media application for sharing photos and videos between users through the internet network equipped with various features to add an interesting impression in various themes of content uploads. One of them is @ianhugen Instagram account that uploads many photos and videos of poetic quotes of life. In this study, researchers used descriptive qualitative research method with reception analysis by Stuart Hall. The purpose of this study is to determine the audience reception in interpreting the @ianhugen Instagram account posts and the audience position of interpreting the message. The results showed that the five informants have different meanings to each post based on the process so that the position of their audience positioning differs depending on the age, employment status, regional origin, and personal goals or needs of each informant. These personal needs or goals can be seen from the reason for following the @ianhugen Instagram account. Judging by the informant's meaning process, especially in the final interpretation process, the informants agree and can accept that the message that Ian Hugen wants to convey through the upload of @ianhugen's Instagram account is to love yourself. This can be seen from some examples of uploads that do include hashtags #SelfLove.

Keywords : Instagram, Reception Analysis, Decoding Process, Audience Positioning