

ABSTRACT

Arfi Andrian

1604174010

2021

“TRUTH OR DARE”: PEMBUATAN KONTEN SOSIAL MEDIA UNTUK MENDAPATKAN KEPUASAN BATASAN DIRI

Skripsi/TA: *Visual Art Program Study Creative Industry Faculty Telkom University*

The emergence of interactive media can be said to be the second structure of the characteristics of new media. In the era of interactive media, it is possible for audiences to provide direct feedback and even a transformation of the boundaries between audiences and information producers; that audiences in the era of interactive media can become consumers and at the same time become producers of information. The author wants this work to be able to respond to the phenomena that are happening at this time with the form of performance art through the author's Instagram channel as a reflection of the behavior of Instagram social media users to be even better in using this social media.

Keywords: social media, content creator, instagram, performance art