

ABSTRACT

Social Media is a place for customers to share videos, text information, audio, and images with one another. Likewise with companies and vice versa. Currently, the most popular social media among teenagers is Instagram. Instagram is considered by everyone as the newest social media. This study aims to describe the Communication of Parents to Teens Through Restrictions on the Use of Instagram Social Media. This research is a qualitative research with constructivism paradigm. Data collection techniques were carried out by conducting in-depth interviews with expert informants and supporting informants, as well as conducting online observations. Based on the research and discussion described in the previous chapter, by collecting data through interviews, observations and documentation regarding Communication of Parents with Teenagers in Restricting the Use of Instagram Social Media in Bogor, it can be concluded that parents of teenagers apply the dimensions of conversation and dimensions of conformity in communication patterns. family. In the conversation dimension, it was found that there was an open attitude, parents of teenagers regarding Instagram social media then parents of teenagers applying an open attitude without any time limit and talking on various topics.

Keywords: Family Communication, Parent and Child Communication