ABSTRACT

Youth consume a cultural phenomenon goes viral in society because of their interaction through internet. Internet as the reflection of social condition in society captured the daily life. One cultural phenomenon is internet memes. Internet memes contain the representation of social condition. It also talks about relationship status in the term of Jomblo in Indonesian society. Jomblo is an Indonesian word which equally means single in English. In cyberspace, the bullying of Jomblo is being spread in all social networks. This study aims to find out how Jomblo is constructed in Dagelan’s Instagram account. The writer would like to analyze the internet memes by using Semiotics from Roland Barthes to find out the construction of Jomblo that captured in the Instagram account of Dagelan. The writer collected the data of internet memes in 2015 and applied purposive sampling to limit her analysis. The method of this study was qualitative interpretive because semiotic deals with a sign to interpret something. Through the implementation of the theory, the writer found that Jomblo is constructed as material of mocking and bullying. Jomblo is no longer as a term and more seen as relationship status. Jomblo constructs a cultural phenomenon consumed and reflected as the life of youth.

Keywords: Instagram; internet memes; Jomblo; semiotics; youth culture.