

ABSTRACT

Food photography on Instagram is a phenomenon that becomes a new cultural form of food consumption nowadays. Many photographers decide to use food as their main object in their social media accounts rather than other objects. One of the most popular Instagram accounts that concern in food photography in Indonesia is @inijie, the official account of Jie W. Kusumo. This paper attempts to find out the representation of food and cultural identity through his Instagram account. Since the first time, food is categorized as one of primary needs that people consume every day; people tend to eat food based on its taste. The more delicious it is, the more people want to eat. However, with the development of technology, several things change. People prefer to choose food based on its visual appearance and not from its taste anymore. The analysis of this study is based on Roland Barthes' *Camera Lucida* as the tool to analyze photographic images and uses Pierre Bourdieu's *The Judgement of Taste* to reveal the meaning behind those pictures. The three selected food photographs of @inijie represent the point of interest in food that changes from its taste into visual appearance and show that these days, our society is a visual society where people tend to value something from its visual appearance.

Keywords: *Camera Lucida, Cultural Identity, Food, Instagram, Photography*