

## ABSTRAK

Penelitian ini memiliki tujuan mendeskripsikan representasi *relationship goals* dalam foto instagram melalui hashtag #Relationshipgoals serta mendeskripsikan *styles of love* yang direpresentasikan dalam foto instagram melalui hashtag #Relationshipgoals. Adapaun signifikansi penelitian ini yakni bagaimana sebenarnya *relationship goals* direpresentasikan melalui postingan foto yang ada di Instagram yang mencantumkan atau menggunakan *hashtag* #Relationshipgoals ditengah pro dan kontra dalam fenomena ini. Adapun rumusan masalah yang tengah disusun yakni bagaimana Representasi Relationshipgoals melalui foto dalam instagram melalui hashtag #Relationshipgoals? Serta Bagaimana *styles of love* direpresetasikan dalam foto instagram melalui hashtag #Relationshipgoals?

Untuk dapat mendeskripsikan foto melalui hashtag #relationshipgoals dan *styles of love* yang direpresentasikan dalam foto instagram melalui hashtag #Relationshipgoals dengan menggunakan tinjauan pustaka sebagai berikut Representasi, semiotik pierce, instagram, hashtag, *Relationship goals* sebagai *life style*, Komunikasi Verbal dan Non-verbal, bahasa tubuh, warna. Caption dan emoticon sebagai teks dalam interaksi sosial media berbasis internet, *styles of love* dalam *committed romantic relationship*. Selain itu menggunakan metode penelitian semiotik milik Charles Sander Pierce yang dan pierce membagi menjadi tiga yakni icon, indeks dan symbol.

Berdasarkan hasil analisis yang dilakukan peneliti menemukan ditengah pro kontra yang terjadi dalam masyarakat tentang *life style* penggunaan hashtag #relationshipgoals bahwa foto berhashtag #relationshipgoals merepresentasikan dengan bahasa tubuh mendekap atupun setuhan, jarak fisik yang dekat, serta caption yang mendukung *relationship goals* seperti ucapan rasa syukur terhadap pasangan serta emoticon *red heart* yang mendominasi. Penelitian ini menyimpulkan bahwa pasangan heteroseksual dan homoseksual pun setara pada hubungan yang mereka jalani dapat memiliki goals kepada pasangan hetero maupun homo, serta *relationship goals* yang muncul dan dipengaruhi *dengan life style* di era sekarang dalam suatu hubungan dan tidak adanya makna tunggal terhadap *relationship goals* namun memiliki definisi masing-masing terhadap setiap pasangan.

**Kata kunci:** *Relationship Goals*, hashtag, instagram, *styles of love*

## ABSTRACT

This study aims to describe the representation of relationships goals in instagram photos through the #Relationshipgoals hashtag and describe the styles of love represented in instagram photos through the hashtag #Relationshipgoals. As for the significance of this research is how the actual relationship is represented by posting photos in Instagram that include or use the hashtag #Relationshipgoals in the middle of the pros and cons in this phenomenon. Is there a formulation of the problem being conducted, such as: How is the Representation Relationshipgoals constructed by photos in instagram through hashtag #Relationshipgoals? And How is the style of love represented in instagram photos through hashtag #Relationshipgoals?

To describes the photos through hashtag #relationshipgoals and styles of love represented in instagram photos via hashtag #Relationshipgoals using bibliographic review as follows Representation, semiotic pierce, instagram, hashtag, Relationship goals as life style, Verbal and Non-verbal Communication, body language, color. Captions and emoticons as text in social interaction of internet-based media, styles of love in committed romantic relationship. In addition, using a research method that belong to Charles Sander Pierce semiotic and pierce is divided into three, namely icon, index and symbol.

Based on the results of the analysis, the researchers found the pros and cons that occurred in the community about the life style of the use of hashtag #relationshipgoals that photos that use hashtag #relationshipgoals represent with body language embrace or touching, close physical distance, and captions that support relationship goals such as gratitude to couples and emoticons that dominate red heart. This research concludes that heterosexual and homosexual couples are equivalent to the relationships that they live for, can have “goals” to the hetero and homosexual couples, and relationship goals that appear and influenced by life style in this present era in a relationship and there is no single meaning to relationship goals but has its own definition of each couple.

**Keywords: Hashtags, instagram, relationship goals, styles of love**