***ABSTRACT***

**Veren Jesica Suryani / 61150326 / 2019 / *Dramaturgy of Carin Lili’s Daily Activities on Instagram Social Media* / *Advisor*: Deavvy M.R.Y. Johassan, S.Sos., M.Si.**

*In the development of information technology, a variety of new features emerged that could be used by audiences in meeting their needs. The internet was a technology product that can generate new interactions that are different from previous interactions. Instagram was a photo sharing application that allows users to take photos, apply digital filters and share them to various social networking services including instagram’s own. At present, the most phenomenal in the world of instagram is celebrity instagram, which is the owner of an instagram account that has a strong appeal and posts photos and draws that can cause account owners to have a pretty fantastic number of followers.*

*Dramaturgy theory was a theory used by researcher to find out the front stage and the back stage of a person. The front stage was a front area that refers to social events that allow individuals to style or display their formal roles while the back stage was a back area that refers to where the showman relaxes and prepares his role.In this dramaturgy, the front stage was divided by two, namely the arrangement (layout) and front personal (private front) then the front personal was divided by two, namely appearance and manner and also the back stage. The researcher used several concepts, namely social media, instagram and also celebrity Instagram.*

*The research method used was qualitative. Based on the considerations examined, this study uses descriptive techniques. The subject of this research was Carin Lili, which is a celebrity on instagram that has passed 20.000 followers and was also a guest speaker in this study. Data collection techniques used was the Miles and Huberman models.*

*From the results of the study, celebrity instagram has a front stage that displays everything that she can trust something that has an attractive appearance. On the front stage, several times using the existing settings and appearance that looks casual but elegant and natural but on the back stage is just an ordinary looking woman.*

*Based on the results of the study, the conclusion of this study was that doing promotional photo products does not require any high class or luxury place but the place that can make Carin Lili’s own casual and elegant style. At the front stage, she displays things that can support her as a celebrity instagram while on the back stage she have an ordinary appearance and what they are.*

***Keywords: Front Stage, Back Stage, Celebrity Instagram, Instagram***