***ABSTRACT***

***The tittle of this research is "THE PHENOMENON OF MEME PICTURE IN ISTAGRAM". Meme picture is a new creation in the form of the development of the picture that represents the ideas and feelings of a person. Meme picture is usually given as writing a description of the contents of a picture message. Instagram is one medium that hosts supporting the development of meme picture.***

***This research aims to know about element of the phenomenon that occurs in the meme picture maker, is meaning, motifs, and the interactions that occur after making it.***

***This is a qualitative research using the theory of Phenomenology. Data collection techniques through study literature avaliable, observation the field, and in-depth interviews with the participants or the informant as muny as 3 special account meme and 5 people meme picture maker was around 20-23 years those residing in the city of Bandung.***

***Based on the results of the research and researchers found elements of the phenomenon that forms the phenomenon of image this meme. Hectic appearance image memes are influenced by social media development and the development of technology so that support for the users of instagram join enliven this meme picture phenomena in instagram.***

***Things researchers want to recommend to users of instagram to be more wise again in response to developments in social media. He should have to prefer the positive value of any developments. Although pictures memes present in the midst of the users and to provide entertainment or instagram satisfaction when making it, but it's all of the negative side that should be avoided, one is cornered the others through the picture of meme.***