

ABSTRACT

Social media Instagram today has become a medium that has many benefits, one of which is as a means of describing self identity. Through various genres, individuals show their identity through every post in Instagram account, one of them is through humor. This study aims to analyze the themes of fantasy in Instagram @gita_bhebhita account as a portrayal of Bataknese women identity. Gita Bhebhita forms fantasy themes through humor and narration delivered through Instagram accounts. The results of his research fantasy themes conveyed through her humor are: (1) Weak Person about Family Affairs, (2) Not a steel-hearted woman, (3) Way to Talk with Friends, (4) Women Who Are Not Shy To Be Herself, 5) Strong Women. The portrayal of Bataknese women identity through fantasy themes in humor has become one of Gita Bhebhita's efforts in improving stereotypes on Bataknese women by interpreting interactions and creating social reality with followers of Instagram account as a group forming communication pattern. These fantasy themes are accepted and actualized by followers of Instagram @gita_bhebhita account as a rhetorical characteristic of very open and acceptable communication patterns.

Keywords: Identity, Bataknese Women, Symbolic Convergence, Fantasy Theme