

## ABSTRACT

*Instagram is one of social media that has been used by society nowadays. Instagram bring back the use of the hashtag written in the caption form. The basis of taking this study is because the increasing posts of children's photos on Instagram that using a lot of babystagram hashtag #babystagram and this phenomenon called babystagram, it is followed by the case of profiteering of children photos from some celebrities of Indonesia, those are uploaded on their babystagram account. This research is focused on finding the meaning in the posts of children photos on babystagram account. The purpose of this research is to know the meaning of the photo on the account babystagram that being posted and to know whether uploading children photos in Instagram can be one of the causes of child exploitation indication. The analysis method for the data research is using qualitative descriptive. The Data are analyzed by using Semiotic Roland Barthes. It can be concluded based on the results of this research, it is showed that the meaning of denotation from photos on babystagram account is for the purpose of pleasure, entertainment shows compassion, and the form of pride. Whereas the meaning of the connotation is for showing off, a popularity, satisfy self-obsession, for economic interests such as get endorsement, advertising offer, movie, brand ambassador, model, and end with the main goal is for economic interests or money. The myth that arise is a luxurious lifestyle that culminated in the formation of the ideology; Narcism, Hedonism, Consumerism that caused the emergence of commodification content in photos on babystagram account. From the entire meaning is an indication of the true child exploitation can be truly occur on the posts of the celebrity children photos on Instagram.*

*Keywords: Phenomenon, babystagram, Posts of Children photos, Instagram, Indonesia Celebrity, Child-exploitation*