

ABSTRACT

Communication technology as a source of information is growing very rapidly, making almost all information available. Nowadays social media is one of the means of providing this information. The Instagram @ tabu.id account is one of them, an account that provides information by uploading content about sex and reproductive health. This account has the potential to be a reference for teenagers in Indonesia to get information about sex and reproductive health. Instagram @ tabu.id account was created on February 28, 2018, this account has 40.6 followers and 477 posts. The presence of an Instagram @ tabu.id account that focuses on discussing sex and reproductive health. The content uploaded by the Instagram account @ tabu.id one of them contains a discourse about sex. In this case, Instagram @ tabu.id account can be said as a discourse on sex education. The purpose of this study is to find out how the discourse about text education is given through social media openly. This study uses qualitative research methods with a constructivist paradigm. The data analysis used for this study is the Van Dijk discourse analysis which uses text analysis elements consisting of macro structure, superstructure, and micro structure. The results of this study found that there was an invitation to increase the level of knowledge about sex education and no longer taboo in talking about sex education, in addition to adding awareness to the public about their sexual health if they want to have sex.

Keywords: Instagram, Sex Education, Discourse Analysis Teun A. Van Dijk.

