

ABSTRACT

The development of new media (new media), which grew rapidly now has changed the way people communicate. One of the characteristics possessed by the people in the new media era is the diversity of the media. Instagram is a social media with a variety of features that allow users to perform process of uploading, give effect to photos to upload, mark like (likes) to leave a comment (comment) to give each other feedback on other users who actively participate to upload rated interesting. But it is undeniable that the Internet technology also brings negative impacts that do not lose much with the existing benefits. Internet makes the original crime is conventionally developed into a modern crime with a greater level of losses with broad impact. Crime via the internet or better known as Cybercrime, various kinds such as; viruses, denial of access and one of the most prevalent in social media is a profile of identity theft or cloning. Based on the above-mentioned phenomenon, researchers interested in conducting research on descriptive analysis Profile Cloning on instagram account @feydown Love Scammer Alert. The aspects to be studied in the form of pictures uploaded by @feydown where the photo images result from cloning profile offenders who use the photo photo identity fraud or cyber crime. There are a total of eight photographs and accompanying text to be analyzed. The method used by researchers is a qualitative method taken is descriptive and qualitative research using the paradigm of post-positivism. Results from this study is that the perpetrator cloning profile to choose the profile handsome people either men or women, and those who have a high income professions or professions considered to be admired by many.

Keywords: Instagram, Cybercrime, Profile Cloning, Descriptive Analysis