

ABSTRACT

This research is themed Instagram's relation with artists who will discuss the effect of using Instagram on the existence of artists and their career in Indonesia. The selected artists for this study were Indonesian young artists who use Instagram, which are Maharani Mancanagara and Rizqi Ranadireksa. All data from the artist's Instagram account and interviews that researcher has conducted were analyzed using Pierre Bourdieu's Social Practice Theory, with the help of Social Operating System Theory by Chris Heuer. The analysis intends to find out whether Instagram affects the existence of artists in the art world or not. This study also aims to analyze whether Instagram helps increase the number of exhibitions that artists do by comparing data from Instagram with the artist's exhibitions list, and looking to the experience of artists and curators as an art exhibitors. This research is descriptive qualitative. The techniques that used by the researcher to collect data for this study were interview, observation, and documentation techniques.

Keywords: Instagram, Existence, Artist, Art world, Exhibition.