The 2nd International Conference on Transformation in Communications (ICoTiC) will be held on 23-24 November 2016 at Novotel Hotel Bandung, West Java. The choice of the city as the site of the conference is based on the fact that Bandung city in Indonesia is known for its cozy weather, friendly people, natural tourism objects (Tangkuban Perahu Mountain, Kawah Putih Volcanic Lake, Situ Patenggang Lake, etc.), and historical buildings such as Gedung Sate, Gedung Merdeka, Bosscha Observatories, and Savoy Homann Hotel. Beyond that, Bandung is progressively e-government and city-wide Internet service, which makes Bandung an appropriate location for the conference. Bandung is also the capital of West Java Province, the second most populous province of Indonesia after Java Island, Indonesia. It is the second largest city in Indonesia after Jakarta and the largest city in West Java Province. Bandung City is also referred to as a "Smart City" representing the interconnected city. Apparently, Bandung, along with Buenos Aires, Curitiba, Dubai, Moscow, and Peterborough, was a finalist for the award "Smart City". Apparently, Bandung is also referred to as a "Smart City" representing the interconnected city. Apparently, Bandung is also referred to as a "Smart City" representing the interconnected city.
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Abstraksi

This study aims to provide an overview of the consumption patterns, picture viral on social media with the public mental health. Consumption patterns picture viral, or known by 'meme', one side shows the satirical images of life of society. But with the increasing number of these memes, also a mirror of how the mental health picture of today's society. This study using semiotic with qualitative methods, that is 5 Barthes code. The results is, the viral picture showed more negative connotation, can be a model of negative communication learning for public mental health. With the spread of viral negative pictures, especially an image of featuring leaders with bad behavior, will be emulated by future generations. It became a mirror of 'sick' public mental health in a democratic climate.

Keywords: Semiotic, Picture Viral, Social Media

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