

## **ABSTRACT**

*The current young consumer life then received criticism by using memes as a medium to convey criticism of the consumer lifestyle patterns that have been implemented by the younger generation. The research method used is Norman Fairclough's critical discourse analysis by implementing the 3 dimensions of critical discourse analysis and then analyzing it using Norman Fairclough's "4 steps of social wrong" method to be able to find solutions to social irregularities that occur in society. The results obtained from this research are that many young people practice consumerism just to increase their social status. Apart from that, there is peer pressure that occurs among the younger generation's social environment which forces them to be able to buy goods that have economic value above their means so they feel the need to use paylater. The conclusion of this research is that the criticism made by the @sltyhub Instagram account also provides a presentation of the conditions of social reality in consumer practices implemented by the younger generation by buying shoe models above their means. Apart from improving social status, peer pressure and poor financial literacy also contribute to forming a consumerist society.*

**Keywords:** *Memes, Lifestyle Patterns, Critical Discourse Analysis, Consumerism, Instagram, Social Reality*