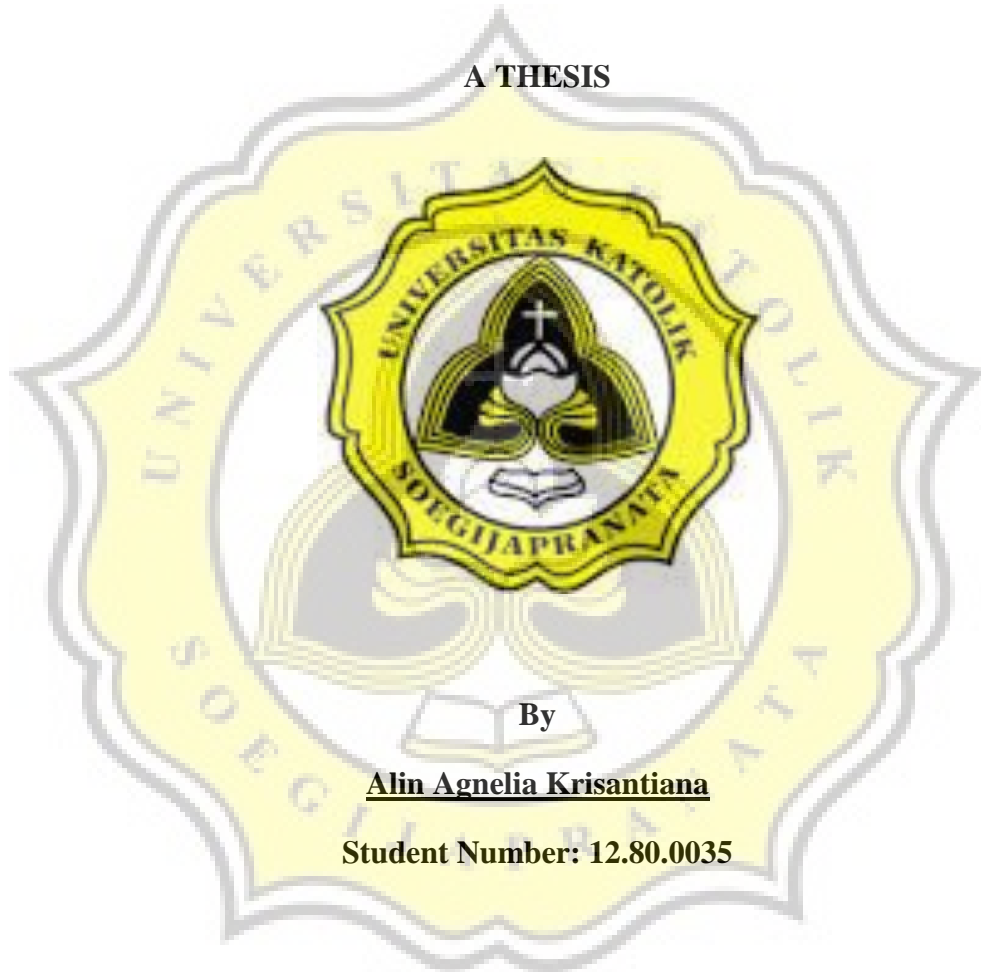


**THE POPULARITY OF *INSTAGRAM* AS A POPULAR CULTURE  
PRODUCT AMONG 2014 ENGLISH DEPARTMENT STUDENTS IN THE  
FACULTY OF LANGUAGE AND ARTS SOEGIJAPRANATA CATHOLIC  
UNIVERSITY**

**A THESIS**



**By**

**Alin Agnelia Krisantiana**

**Student Number: 12.80.0035**

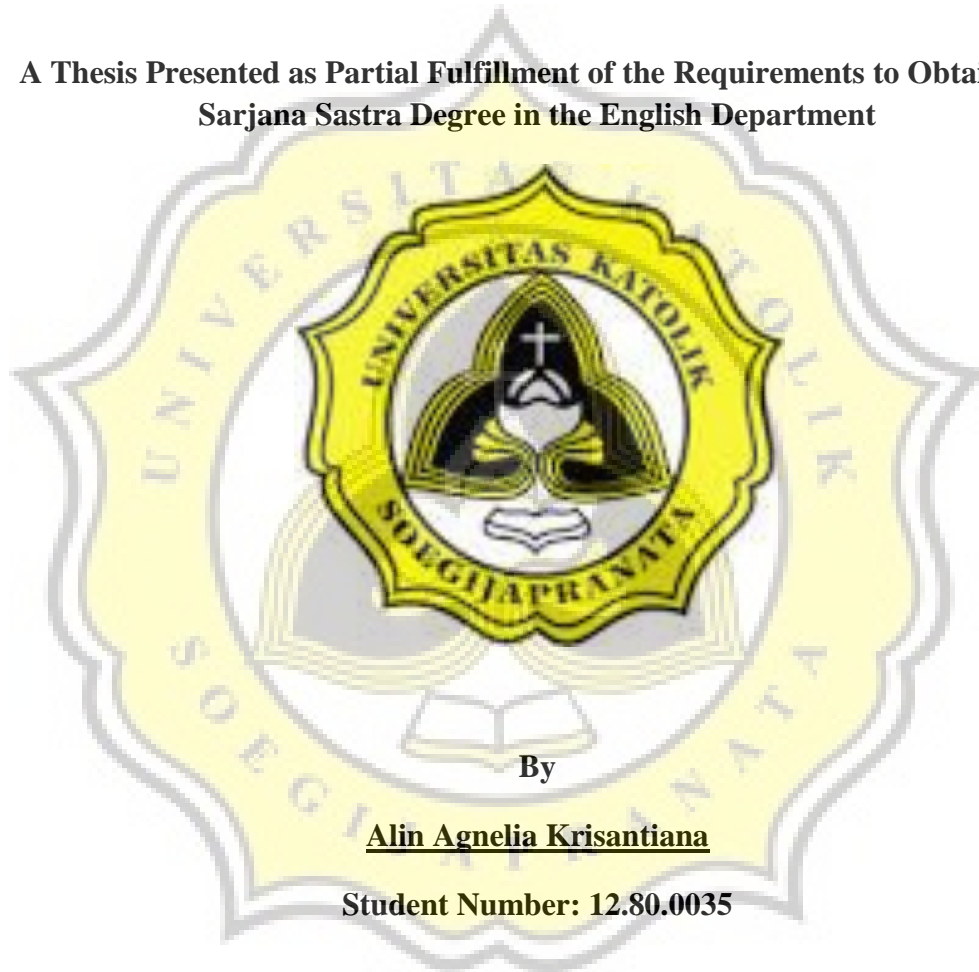
**Faculty of Language and Arts  
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**A Thesis Presented as Partial Fulfillment of the Requirements to Obtain the  
Sarjana Sastra Degree in the English Department**



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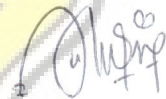
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A THESIS ON  
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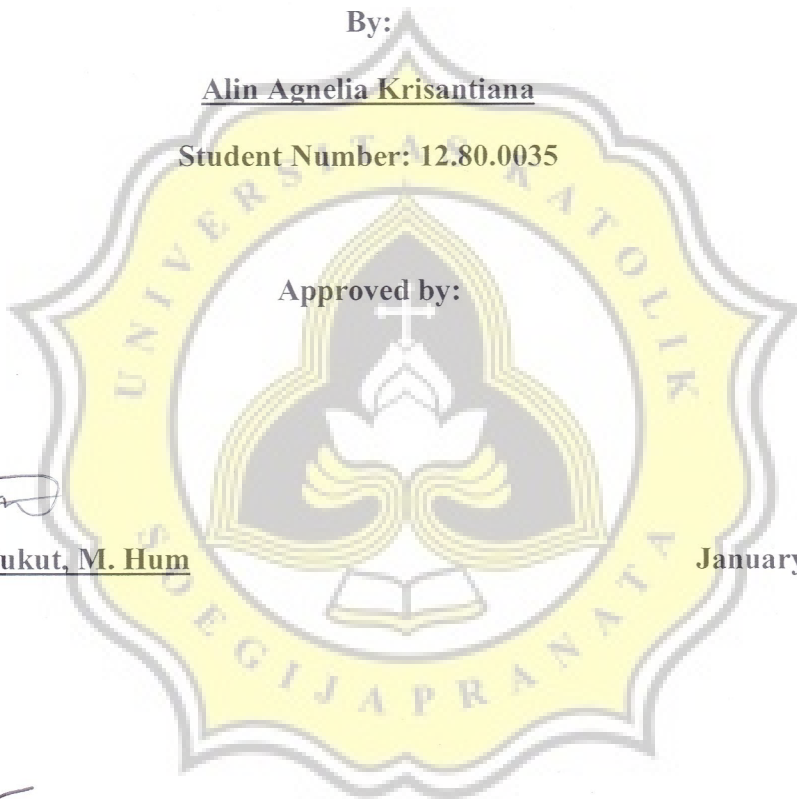
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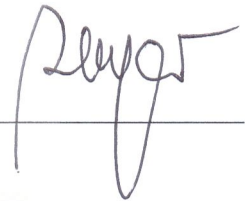
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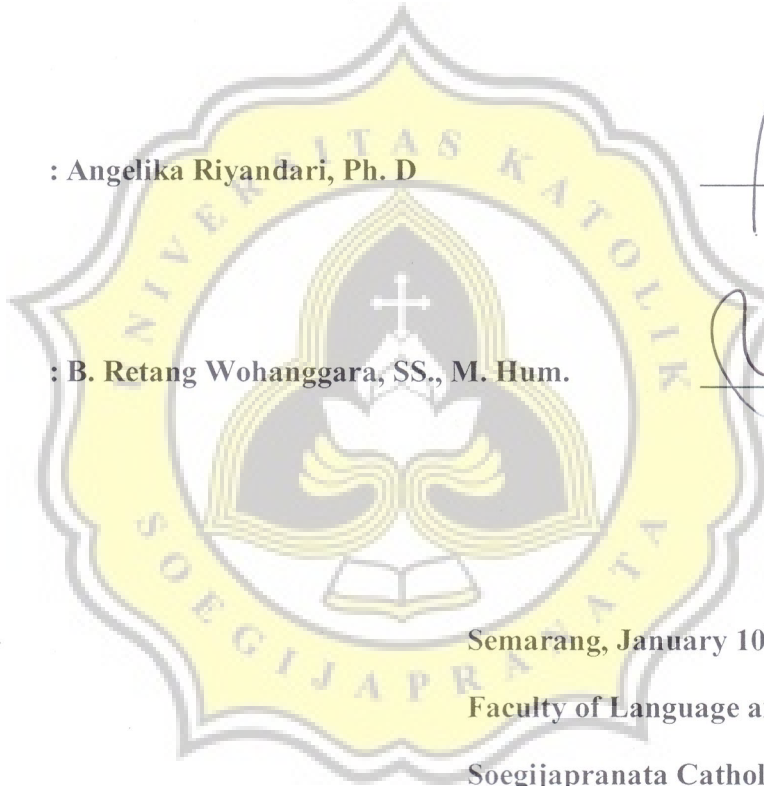
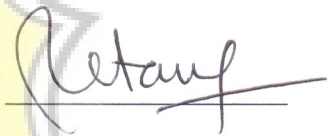
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*DO NOT BE ANXIOUS ABOUT ANYTHING, BUT IN  
EVERYTHING BY PRAYER AND SUPPLICATION WITH  
THANKSGIVING LET YOUR REQUESTS BE MADE KNOWN  
TO GOD*

*PHILIPPIANS 4 : 6*

## TABLE OF CONTENTS

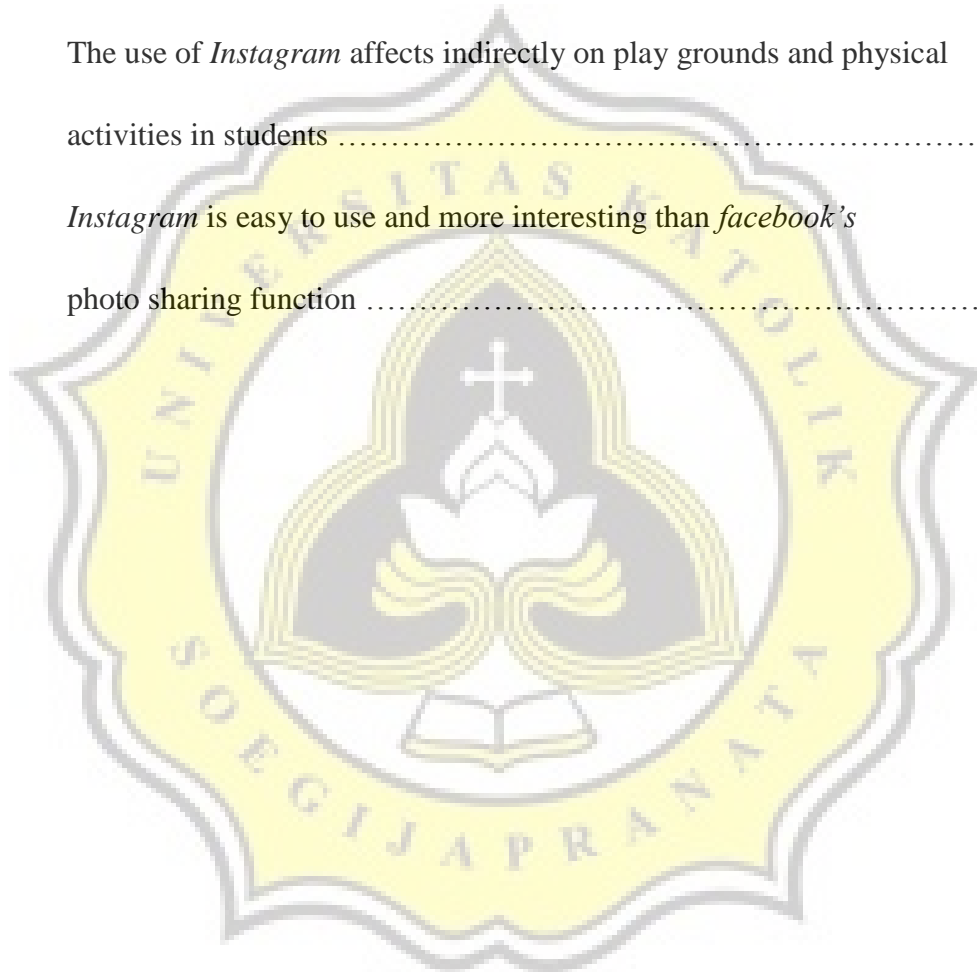
PAGE OF TITLE .....	i
PAGE OF APPROVAL .....	ii
ACKNOWLEDGEMENT .....	iv
TABLE OF CONTENT .....	vi
LIST OF TABLES .....	viii
ABSTRACT .....	x
ABSTRAK .....	xi
CHAPTER I INTRODUCTION .....	1
1.1 Background of the Study .....	1
1.2 Fields of the Study .....	4
1.3 Scope of the Study .....	4
1.4 Problem Formulation .....	4
1.5 Objectives of the Study .....	4
1.6 Significance of the Study .....	5
1.7 Definition of Terms .....	5
CHAPTER II LITERATURE REVIEW .....	6
2.1 Popular Culture and its Characteristics .....	6
2.2 Instagram as a media of communication and a Marketing Tool .....	8
2.3 The popularity of Instagram as a popular culture .....	11
CHAPTER III RESEARCH METHODOLOGY .....	15
3.1 Method of data collection .....	16
3.2 Data analysis .....	18
CHAPTER IV DATA ANALYSIS AND INTERPRETATION .....	19
CHAPTER V CONCLUSION .....	47
BIBLIOGRAPHY .....	49
APPENDICES .....	52



## LIST OF TABLES

Table 1.	The score for validity and reliability of the popularity of <i>Instagram</i> .....	20
Table 2.	I know <i>Instagram</i> is a photo sharing application .....	23
Table 3.	<i>Instagram</i> is the source to get knowledge and information .....	24
Table 4.	<i>Instagram</i> is a facilitator to advertise and search business for students .....	25
Table 5.	<i>Instagram</i> is creating awareness among students for new trends .....	26
Table 6.	<i>Instagram</i> is useful to connect people from all over the world .....	27
Table 7.	<i>Instagram</i> is one of the great photos sharing application .....	28
Table 8.	<i>Instagram</i> is an interesting and popular application.....	29
Table 9.	I share at least a photo on <i>Instagram</i> every day .....	30
Table 10.	The main reason that I want to use <i>Instagram</i> is because friends have it ....	31
Table 11.	I often visit <i>Instagram</i> every day .....	32
Table 12.	<i>Instagram</i> is more popular than <i>facebook</i> .....	33
Table 13.	I am satisfied with the features and interfaces design of <i>Instagram</i> .....	34
Table 14.	I love to <i>Instagram</i> because I love to take photos in my daily life .....	35
Table 15.	<i>Instagram</i> is a waste of time for me .....	36
Table 16.	<i>Instagram</i> is becoming a hobby of students to kill the time .....	37
Table 17.	The main reason that I want to use <i>Instagram</i> is to interact with others .....	38
Table 18.	<i>Instagram</i> is beneficial for me in the field of education .....	39
Table 19.	<i>Instagram</i> is necessary for students nowadays .....	40

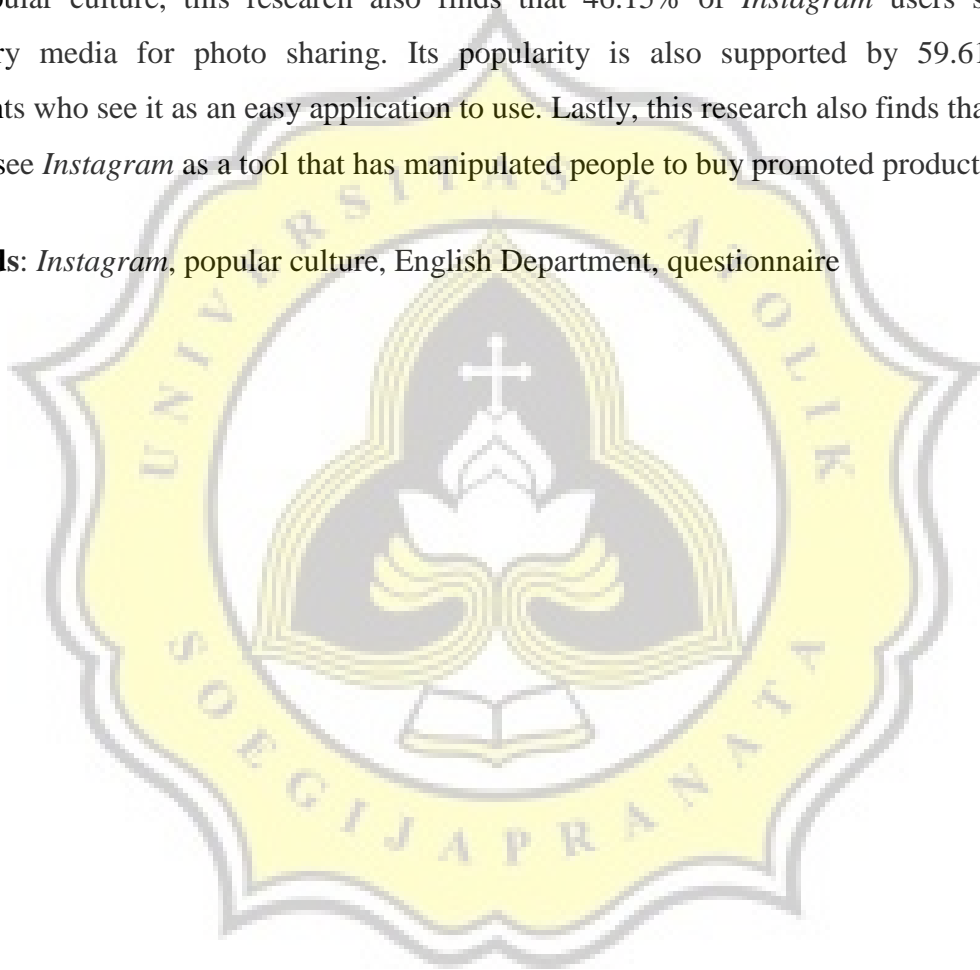
Table 20.	<i>Instagram</i> is essential for students to get learning and skills .....	41
Table 21.	<i>Instagram</i> is affecting negatively on the study of students .....	42
Table 22.	<i>Instagram</i> is promotes unethical pictures and videos among students .....	43
Table 23.	Useless pictures or videos create ambiguity and confusion in the mind of students .....	44
Table 24.	The use of <i>Instagram</i> affects indirectly on play grounds and physical activities in students .....	45
Table 25.	<i>Instagram</i> is easy to use and more interesting than <i>facebook's</i> photo sharing function .....	46



## ABSTRACT

This thesis deals with *Instagram*, which is a new application in technology that is used especially to share photos and videos. It is a product of popular culture because 79% of the 52 respondents from the English Department of Faculty of Language and Arts' students in Soegijapranata Catholic University agree to it being one of the most popular products in today's social media. As a popular culture, this research also finds that 46.15% of *Instagram* users see it as a satisfactory media for photo sharing. Its popularity is also supported by 59.61% of the respondents who see it as an easy application to use. Lastly, this research also finds that 86.5% of the users see *Instagram* as a tool that has manipulated people to buy promoted products.

**Key words:** *Instagram*, popular culture, English Department, questionnaire



## ABSTRAK

Tesis ini berkaitan dengan Instagram, sebuah aplikasi baru yang digunakan khususnya untuk berbagi khususnya foto dan video. Instagram termasuk produk dari *Popular Culture* karena 79% dari 52 mahasiswa *English Department*, Fakultas Bahasa dan Seni, Unika Soegijapranata setuju bahwa Instagram menjadi salah satu populer produk media sosial sekarang ini. Sebagai *Popular Culture*, penelitian ini menemukan 46.51% pengguna Instagram setuju bahwa Instagram memberi kepuasan kepada pengguna sebagai media berbagi foto. Popularitas Instagram juga didukung 59.61% responden setuju aplikasi Instagram mudah dipakai. Terakhir, penelitian ini juga menemukan bahwa 86.5% pengguna Instagram setuju bahwa Instagram digunakan sebagai alat untuk memanipulasi orang untuk membeli produk yang dipromosikan.

Kata kunci: Instagram, *Popular Culture*, *English Department*, kuisisioner

