

## CHAPTER V

### CONCLUSION

*Instagram* is an application that focuses especially on the camera application, where people can make and give a comment on the photo. According to Wink (2015) the characteristics of *Instagram* that are different from other application is that the application is only available in mobile phones. Based on the analysis that the writer has done, the writer draw the following conclusions.

With regard to *Instagram*, there were 24 questions asked to the respondents. From the answers it is found that 79% of the respondents agree that the application is a popular program. They choose to use *Instagram* because firstly they know *Instagram* as a photo sharing. Secondly, *Instagram* is known as a facilitator to advertise and search business for students. Thirdly, it is an interesting application and a new trend among students. The respondents also agree that *Instagram* is becoming a hobby to kill time by stalking people's online shopping or individual photo uploads.

In the questionnaire it is also found 46.15% agree that *Instagram* gives satisfaction to users. There is also 59.61% that finds the application is easy to use and find because people only need to access play store and then download the program. In addition, 86.5% users find *Instagram* as a tool to manipulate people to attract and buy the promoted products.

Because *Instagram* is proven to be a popular social media that gives satisfaction due to its easy access yet in manipulate people to buy promoted products, these characteristics qualifies *Instagram* as a product of popular culture.

