CHAPTER V

CONCLUSION

5.1 Conclusion

This research is aimed to find out the youth’s perception towards the use of social media as marketing tool at Masashi online shop. The researcher wanted to know whether the responses are positive or negative. Based on the procedures that the researcher had conducted and by looking at the data result, it can be concluded that: The youth’s perception towards the use of social media as marketing tool at Masashi online shop is very positive. It is shown by the mean of the respondents’ response which is above 3.

5.2 Suggestion

Because of the limitation of the researcher, the respondents of this research were just active students in Englishpreneurship in the Faculty of Language and Arts, Soegijapranata Catholic University Semarang. The respondents of this research are accumulated as the potential customers of Masashi online shop which has met the criteria respondent standard in this research. It will be better if the respondents are more than 100 respondent, enabling the result of this research to be generalized in a wider scope.

The researcher suggests further researchers to continue or develop this study by looking at other factors that may affect purchasing decisions or a person’s
perception towards marketing through social media in the context of marketing and promotional strategies via social media. Besides using online media for spreading the questionnaire, further research should consider also using interview so that more complete data can be obtained and subjective data can be reduced.