APPENDIX

A QUESTIONNAIRE OF THESIS ENTITLED "THE ENGLISH DEPARTMENT STUDENT'S PERCEPTION ON THE USE OF SOCIAL MEDIA AS A MARKETING TOOL"

Dear respondents,

This questionnaire made to investigate the Masashi's potential customers' perception towards the use of social media as marketing tool. Therefore, using this questionnaire, the researcher may find what the youth's perception towards the use of social media as marketing tool. There are several sections in this questionnaire. The first section is the background information of the respondent, and the other is the statements that are related to the use of social media as marketing tool. The information data will be used for research purpose only. Thank you.
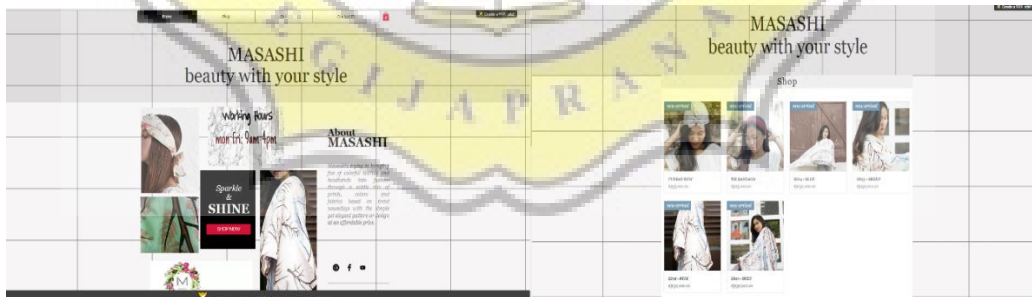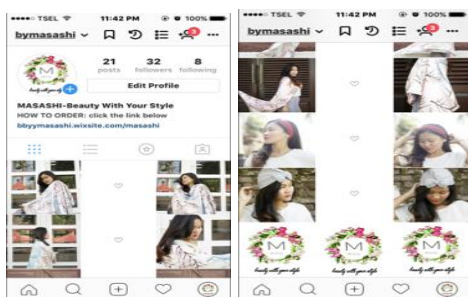
Regards,

Researcher

SECTION 1:

Please answer the following questions about your background information.

1. Age :

2. Gender : F / M

SECTION 2:

Please read the statement bellow and select your level of agreement to the following statement.

5= STRONGLY AGREE 4= DAGREE 3= NEUTRAL 2=DISAGREE 1=STRONGLY DISAGREE
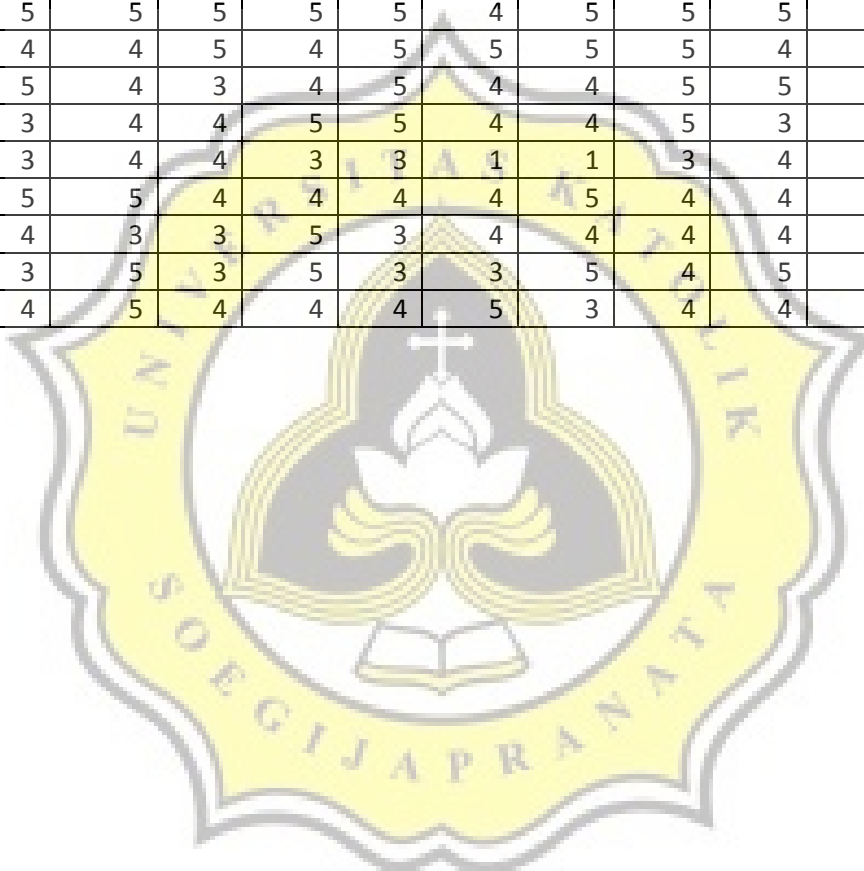
1. Shopping Masashi products in social media is more effective and efficient.
   a. 5   b. 4   c. 3   d. 2   e. 1

2. Social media sites that Masashi has enables me to seek out products, services or information easily.
   a. 5   b. 4   c. 3   d. 2   e. 1

3. It is easier to search information about Masashi from social media rather than mass media (newspapers, radio, and so on).
   a. 5   b. 4   c. 3   d. 2   e. 1

4. From the customers' testimony in Masashi Website or Instagram influences me to buy Masashi products.
   a. 5   b. 4   c. 3   d. 2   e. 1

5. Social media provides an effective platform for me to buy a scarf from Masashi.
   a. 5   b. 4   c. 3   d. 2   e. 1

6. The instructions displayed in Masashi website and Instagram account are very clear.
   a. 5   b. 4   c. 3   d. 2   e. 1

7. The information displayed in Masashi website and instagram are easy to understand.

   a. 5   b. 4   c. 3   d. 2   e. 1

8. Masashi website and Instagram provide accurate information about the product.

   a. 5   b. 4   c. 3   d. 2   e. 1

9. The Masashi website and Instagram have interesting look.

   a. 5   b. 4   c. 3   d. 2   e. 1

10. I like the look of Masashi website and Instagram.

   a. 5   b. 4   c. 3   d. 2   e.1
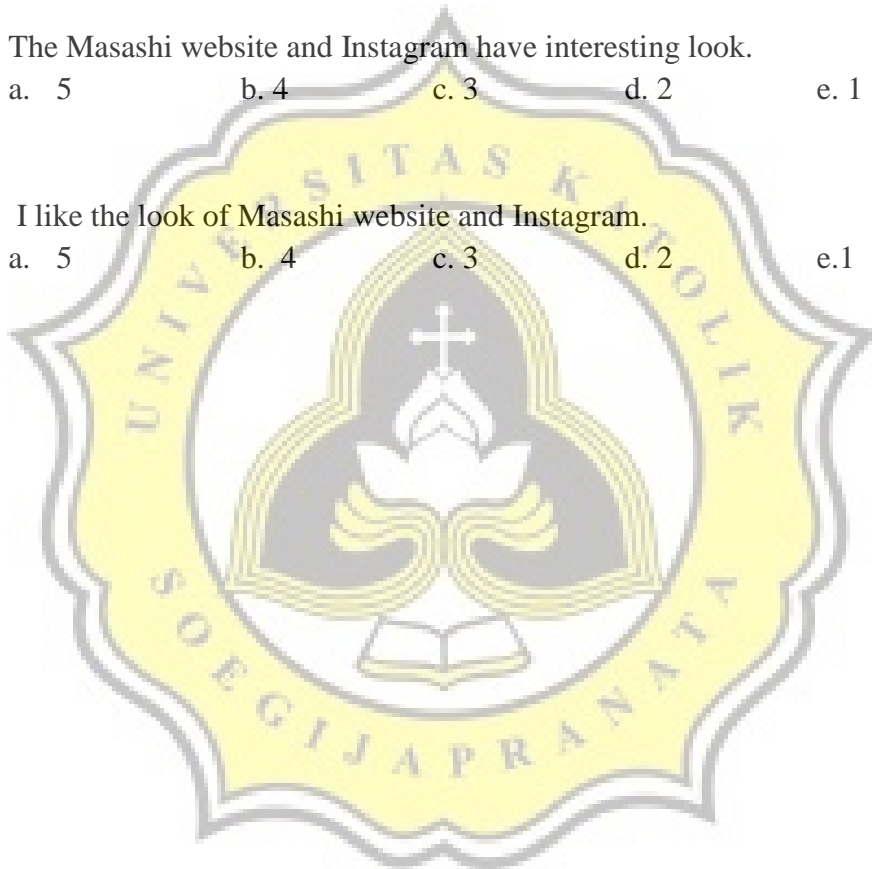
YP1	YP2	YP3	YP4	YP5	YP6	YP7	YP8	YP9	YP10	G	A
5	4	5	4	5	5	5	5	5	4	1	4
5	4	4	5	4	4	4	4	4	5	1	4
5	5	5	4	4	5	5	5	5	5	2	5
4	4	5	4	4	4	4	4	5	5	2	4
2	3	1	2	3	2	1	2	2	2	2	4
5	5	5	5	5	4	5	5	5	5	2	3
4	4	5	4	5	5	5	5	4	4	2	5
5	4	3	4	5	4	4	5	5	4	2	6
3	4	4	5	5	4	4	5	3	3	2	1
3	4	4	3	3	1	1	3	4	4	2	4
5	5	4	4	4	4	5	4	4	4	2	4
4	3	3	3	3	4	4	4	4	4	2	5
3	3	3	3	3	3	3	3	3	3	2	6
4	5	4	4	4	5	3	4	4	5	1	2
4	4	4	3	4	4	4	5	5	5	1	3
4	4	4	4	4	4	4	4	4	4	2	5
3	4	5	3	3	3	3	4	2	2	2	5
4	4	5	3	4	4	5	5	4	4	2	2
3	4	4	3	4	4	4	4	4	4	1	3
4	4	4	4	4	5	5	5	5	5	1	2
4	4	4	3	3	4	4	3	3	5	2	1
5	5	5	5	5	5	5	5	5	5	2	2
4	3	4	3	5	4	4	3	2	3	2	2
3	3	4	4	5	5	3	4	5	2	2	2
4	3	5	5	3	4	4	4	4	3	1	1
4	4	4	4	4	4	4	4	4	4	2	2
4	4	5	3	4	3	4	3	4	4	1	3
4	4	4	4	4	4	4	4	4	4	2	3
4	5	4	4	5	4	5	4	4	5	1	3
5	4	4	5	5	4	5	5	4	5	1	4
4	5	4	3	4	5	4	5	4	4	2	5
5	5	4	5	4	5	5	4	4	5	2	5
4	5	5	4	3	4	5	5	4	4	2	6
4	4	5	4	5	4	4	4	4	5	2	2
4	4	5	4	4	3	5	5	4	4	2	1
4	4	3	3	4	5	5	4	5	5	2	2
5	4	4	5	5	4	5	4	5	5	1	3
4	4	3	4	5	5	5	4	4	4	1	3
5	4	4	5	4	5	4	5	4	4	1	2
5	4	4	3	3	4	4	5	5	5	2	2
4	5	4	4	2	4	3	4	5	5	2	3
4	5	3	4	2	5	3	2	3	4	2	3
4	5	4	3	5	2	3	5	4	4	2	2

3	4	3	3	3	3	3	3	4	4	2	2
4	4	5	4	5	5	5	5	5	4	1	3
3	3	3	3	3	3	3	3	3	3	1	2
4	4	4	4	4	4	4	4	4	4	1	3
4	5	4	5	4	5	4	4	4	4	2	3
3	3	3	3	3	4	4	4	5	5	2	2
4	4	4	4	4	2	2	3	3	3	1	1
5	4	5	4	5	5	5	5	5	4	1	4
5	4	4	5	4	4	4	4	4	5	2	3
5	5	5	4	5	4	5	5	4	5	2	2
4	4	5	4	4	4	4	4	5	5	2	2
2	3	1	2	3	2	1	2	2	2	1	2
5	5	5	5	5	4	5	5	5	5	2	2
4	4	5	4	5	5	5	5	4	4	1	2
5	4	3	4	5	4	4	5	5	4	2	2
3	4	4	5	5	4	4	5	3	3	2	3
3	4	4	3	3	1	1	3	4	4	1	5
5	5	4	4	4	4	5	4	4	4	1	6
4	3	3	5	3	4	4	4	4	4	1	1
3	5	3	5	3	3	5	4	5	4	2	3
4	5	4	4	4	5	3	4	4	5	2	2

Statistics

Shopping masashi products in social media are more effective and efficient

N	Valid	64
	Missing	0

Shopping masashi products in social media are more effective and efficient

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	2	3.1	3.1	3.1
	N	12	18.8	18.8	21.9
	A	32	50.0	50.0	71.9
	SA	18	28.1	28.1	100.0
	Total	64	100.0	100.0	

Statistics

Social media sites that masashi has enables me to seek out products and information easily

N	Valid	64
	Missing	0

Social media sites that masashi has enables me to seek out products and information easily

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	10	15.6	15.6	15.6
	A	36	56.3	56.3	71.9
	SA	18	28.1	28.1	100.0
	Total	64	100.0	100.0	

Statistics

It is easier to search information about Masashi from social media rather than mass medai

N	Valid	64
	Missing	0

It is easier to search information about Masashi from social media rather than mass medai

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	2	3.1	3.1	3.1
	N	12	18.8	18.8	21.9
	A	31	48.4	48.4	70.3
	SA	19	29.7	29.7	100.0
	Total	64	100.0	100.0	

Statistics

From the customers' testimony in masashi website and instagram influnces me to buy masashi products

N	Valid	64
	Missing	0

From the customers' testimony in masashi website and instagram influnces me to buy masashi products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	2	3.1	3.1	3.1
	N	18	28.1	28.1	31.3
	A	29	45.3	45.3	76.6
	SA	15	23.4	23.4	100.0
	Total	64	100.0	100.0	

Statistics

Social media provides an effective platform for me to buy scarf from masashi

N	Valid	64
	Missing	0

Social media provides an effective platform for me to buy scarf from masashi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	2	3.1	3.1	3.1
	N	16	25.0	25.0	28.1
	A	25	39.1	39.1	67.2
	SA	21	32.8	32.8	100.0
	Total	64	100.0	100.0	

Statistics

The instructions displayed in masashi website or instagram are very clear

N	Valid	64
	Missing	0

The instructions displayed in masashi website or instagram are very clear

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	2	3.1	3.1	3.1
	D	4	6.3	6.3	9.4
	N	7	10.9	10.9	20.3
	A	33	51.6	51.6	71.9
	SA	18	28.1	28.1	100.0
	Total	64	100.0	100.0	

63

Statistics

The information displayed in masashi website and instagram are easy to understand

N	Valid	64
	Missing	0

The information displayed in masashi website and instagram are easy to understand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	4	6.3	6.3	6.3
	D	1	1.6	1.6	7.8
	N	10	15.6	15.6	23.4
	A	26	40.6	40.6	64.1
	SA	23	35.9	35.9	100.0
	Total	64	100.0	100.0	

Statistics

Masashi website and instagarm provide accurate information about the product

N	Valid	64
	Missing	0

Masashi website and instagarm provide accurate information about the product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	3	4.7	4.7	4.7
	N	9	14.1	14.1	18.8
	A	28	43.8	43.8	62.5
	SA	24	37.5	37.5	100.0
	Total	64	100.0	100.0	

Statistics

The masashi website and instagram have interesting look

N	Valid	64
	Missing	0

The masashi website and instagram have interesting look

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	4	6.3	6.3	6.3
	N	7	10.9	10.9	17.2
	A	33	51.6	51.6	68.8
	SA	20	31.3	31.3	100.0
	Total	64	100.0	100.0	

Statistics

I like the look of masashi website and instagram

N	Valid	64
	Missing	0

I like the look of masashi website and instagram

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	4	6.3	6.3	6.3
	N	7	10.9	10.9	17.2
	A	30	46.9	46.9	64.1
	SA	23	35.9	35.9	100.0
	Total	64	100.0	100.0	

Statistics

Shopping masashi products in social media are more effective and efficient

N	Valid	64
	Missing	0

Shopping masashi products in social media are more effective and efficient

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	2	3.1	3.1	3.1
	N	12	18.8	18.8	21.9
	A	32	50.0	50.0	71.9
	SA	18	28.1	28.1	100.0
	Total	64	100.0	100.0	

Descriptive Statistics Result

	N	Minimum	Maximum	Mean	Std. Deviation
Shopping masashi products in social media are more effective and efficient	64	2	5	4.03	.776
Social media sites that masashi has enables me to seek out products and information easily	64	3	5	4.12	.655
It is easier to search information about Masashi from social media rather than mass medai	64	1	5	4.02	.882
From the customers' testimony in masashi website and instagram influnces me to buy masashi products	64	2	5	3.89	.799
Social media provides an effective platform for me to buy scarf from masashi	64	2	5	4.02	.845

The instructions displayed in masashi website or instagram are very clear	64	1	5	3.95	.967
The information displayed in masashi website and instagram are easy to understand	64	1	5	3.98	1.076
Masashi website and instagarm provide accurate information about the product	64	2	5	4.14	.833
The masashi website and instagram have interesting look	64	2	5	4.08	.822
I like the look of masashi website and instagram	64	2	5	4.13	.845
Valid N (listwise)	64				

Source: SPSS20
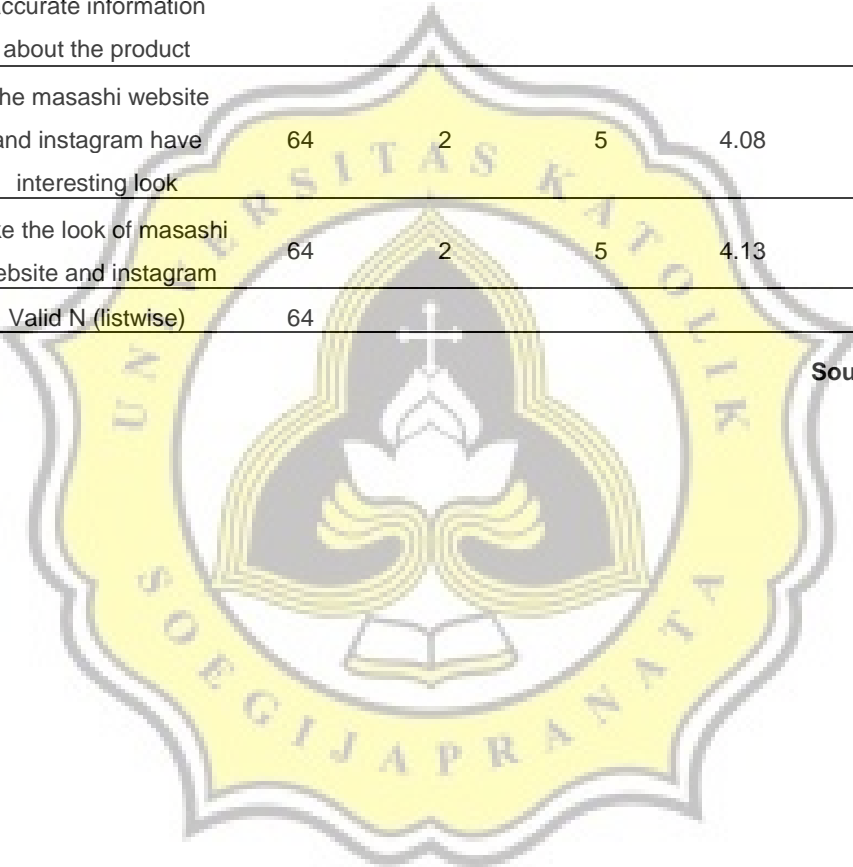
Doc vs Internet + Library

95.29% Originality	4.71% Similarity	350 Sources

Web sources: 273 sources found

1. https://otacachi.files.wordpress.com/2015/04/libro-de-quimica-unimm.doc	0.63%
2. https://sambongsantinf.wordpress.com/2016/11/05/contoh-soal-dan-jawaban-dokumen-kantor-ad..	0.62%
3. http://sman79-jkt.sch.id/ebooksBooks/Conquering%26SAT%29Math.pdf	0.62%
4. https://www.quit.com/filesquia/users/jpugieech/APChem/AP_Chem-midterm_review_questions.pdf	0.61%
5. http://docshare.tips/-biology_58b765a9b6d970e3c8b51e8.html	0.61%
6. http://kpl.ph.files/bologna/Pologennya-KMSONP.doc	0.61%
7. http://slidplayer.es/61508480-Boletin-informativo-de-la-cmpc-sociedad-matematica-de-profesores-d..	0.61%
8. https://otherreferats.allbest.ru/pedagogics/00114061_0.html	0.61%
9. http://docplayer.info/36200733-Pengembangan-buku-praktikum-ipa-materi-gaya-magnet-untuk-men..	0.61%
10. http://icaltecnologiaysolucion.blogspot.com	0.61%
11. https://s1322ae1cf37232e1.jimcontent.com/downloed/version/1396399116/module/8788892469/n..	0.61%
12. https://bmcmedicine.biomedcentral.com/articles/10.1186/1741-7015-11-243	0.61%
13. https://quizlet.com/110895585/final-exam-review-flash-cards	0.61%
14. https://quizlet.com/8372040/gmat-geometry2-flash-cards	0.61%
15. http://behschem.pbworks.com/I/H_Practice+Test+4+040110.pdf	0.61%
16. http://nyusekalibm.blogspot.com/2012/06/proposal-penelitian-pengadaan-alat.html	0.61%
17. https://kikipermatasari04.wordpress.com/2013/02/07/contoh-mini-riset-faktor-faktor-yang-mempen...	0.61%
18. http://www.readbag.com/dur-ac-uk-resources-ug-admissions-ucasinfo-ukquals07	0.61%
19. http://eboffls.blogspot.com/2014/09/html-riset-fakultas-ekonomi-tentang.html	0.61%
20. https://www.ucas.com/sites/default/files/2015-international-qualifications.pdf	0.61%
21. https://quizlet.com/80665933/the-astronomy-flash-cards	0.61%
22. http://aryaputra13.blogspot.com/2010/07/pedoman-penulisan-outline-skripsi.html	0.61%
23. http://148.206.53.84/tesiuami/UAMI13185.pdf	0.61%
24. https://vdocuments.site/documents/i5g5c19bf550346g053997203.html	0.61%
25. https://www.brianheinold.net/python/python_book.html	0.61%
26. http://wawanlis.blogspot.com/2011/04/skripsi-ekstrakurikuler.html	0.61%
27. https://quizlet.com/131266408/acct-1400-chapter-4-flash-cards	0.49%
28. https://www.slideshare.net/syazalinah/ponton-and-car-self-directed	0.49%
29. https://quizlet.com/90677802/dmv-practice-test-flash-cards	0.49%
30. http://www.hacertests.com/examenes-123298-SEMIOLOGIA_.php	0.49%
31. http://southconejos.com/welcome/student-handbook	0.49%
32. http://repository.unika.ac.id/view/year/2017.html	0.48%
33. http://repository.unika.ac.id/view/year/2016.default.html	0.45%
34. http://repository.unika.ac.id/view/year/2016.html	0.45%

▢ Similarity		▢ Citation	
▢ Similarity from a chosen source		▢ References	
abc Possible character replacement			