# CHAPTER IV

DATA ANALYSIS

In answering the research questions, the writer analyzed the data got from the questionnaire that consists of three sections. First, the writer asked about the information background of the *DomSportWear's* customers since the main topic of this research is how customer perceive Indonesian based online shop that uses English language as their main communication. The second section is mainly questions on how often they use social media (instagram) as the shoping platform. The third section is about the consumer's opinion about English language used as advertising and social media language. The writer used SPSS-20 to analyze the data.

4.1   The Customers' Background

The participants of this research are female, from teenager to adult. The reason why all respondents of this project were female is that *DomSportsWear* sells women's product. The respondents also come from different background. Some of them are yoga instructor, others are doctor, university students, etc. All of the respondents actively use Instagram in their daily lives, whether it is for checking their friends's update or to shop.

The participants of the research are 17 years old with total 1 person, 18 years with total 1 person, 19 years old with total 2 people, age 21, 22, and 24 years old with total 3 people and 1 for each age. 25 years old with total 2 people, 26 years old with total 1 person, 27 years old with total 2 people, 30 years old with total 1 person. Age 32 years old with total 2 people, 34 years old with total 2 people, 35 years old with total 1 person, 36 years old with total 2 people, 37 years old with total 2 people, 38

years old with total 3 people, 40 years old with total 3 people, 41 years old with total

2 people. 42 years old with total 3 people, 43 years old with total 2 people, 44 years

old with total 1 person, 47, 49, 50, 53 with total 4 people for each age.
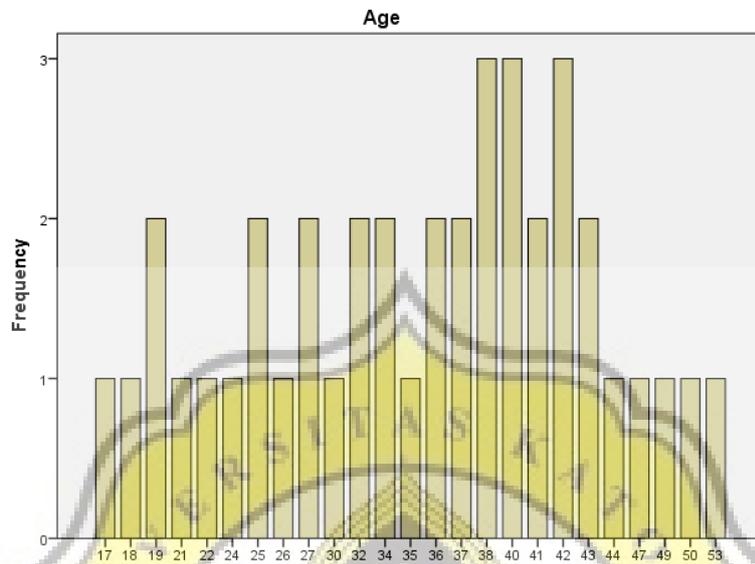
Statement 1, Figure 1

4.2   The Customer's Perception of Instagram

The next step is the descriptive statistic of how often people use Instagram and what
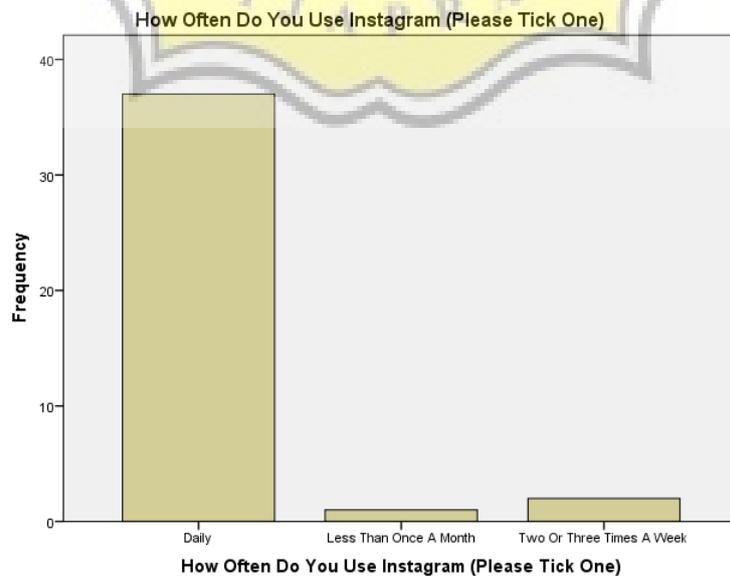
are their purposes are. Here are the results:

As can be drawn from the data above (figure 2), 37 out of 40 participants (almost all of the respondents) use Instagram everyday. It means that they often open Instagram application during their free time, this show that they have interested with instagram and perceive instagram positively. Two of them admitted using (5%) Instagram two or threee times a week, the rest 1 participants or 2.5% said she uses Instagrams less than once a month. The data above show that the participants have good reaction towards Instagram since most of them use the application often.

Table 4.2.1 Statement 3
What Kind Of Account Do You Follow The Most? (Please Tick One)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Author, Writer	2	5.0	5.0	5.0
	Friends And Family	19	47.5	47.5	52.5
	Online Shop	11	27.5	27.5	80.0
	Public Figure (Actors, Actress And Musician)	4	10.0	10.0	90.0
	Social Media Infuencer	4	10.0	10.0	100.0
	Total	40	100.0	100.0	

According to table 4.5 above, the data shows that there are 19 people or (47.5%) of the respondents follow their friends or family on Instagram, while some of them sometimes (11 people or 27.5%) mostly follow online shop on their Instagram. The rest of the respondents which are 4 people (10%) follow public figure on Instagram. The same frequency which are another 4 people follow social media influencer. However, only 2 people (5.0%) follow author or writer account on Instagram. Most of them use Instagram to

stay in touch with their friends or family. Then it is followed by those who follow online shop account on their Instagram. The respondents and also customers of *DomSportsWear* shows less interest to author or writer's account on Instagram.

Statement 3, Figure 3

As drawn on the graph statement 3(figure 3) customers have the biggest interested on frinds and family then followed by online shop. This show that online shop has put it roles into customers's life. Customer's not only choose to keep in touch with friend but also looked for online shop. When customer's choose online shop as their the biggest concern after friend and family, it means they have good intention due to the online shop. This is could be the chance in business to open online shop in instagram.

How Often Do You Shop In Instagram's Online Shopping? (Please Tick One)

Statement 4, Figure 4

Table 4.6 above reflected that only 5% out of 100% of the respondent who also the buyer of online shopping *DomSportsWear* shops daily or everyday. While most of them (42.5%) shop on Instagram less than once a month. Followed by 15 of them or 37.5% shop on Instagram once a month. In this statement, it shows that only 2 of them who have high interest to shop on Instagram daily. Instagram or maybe known as the photo and video-sharing social medium, is rapidly gaining popularity and preference with more than 200 million users and 13% of the total users of social media placing it fourth in rank after Facebook, Twitter and Pinterest. It is a social media application that allows people to share with others their daily life activities, lifestyles, habits and interests in pictures and videos.

Instagram is easy to operate, and it only requires downloading, choosing a username and password, and finally posting pictures that others see (Ali J. Al-Kandari, 2016). People can either upload posts taken instantly or stored ones from their mobile phone gallery. Like other social networks, Instagram is built on having followers like family, friends or strangers

who follow the updates of Instagrammers' life via posted pictures and videos. Created profiles include personal information and a picture to identify the account.

People either create public, directly accessed, accounts or private ones that require seeking permission from the Instagrammer before viewing the posts. Nowadays, not only for checking their friends' updates, but Instagram technology is more advanced and that makes people be able to buy something on them online. Many seller of a individual or big company make an Instagram account to connect with their customer. It is easier to reach customer online because no matter how far the distance are, the customer still able to purchase the goods that the seller sell. The goods then will be delivered using courier and the customer just have to wait them in their home.

Shopping these days become more modern and easier since customer and seller do not have to meet in order to do the transaction. Many platforms offer shopping business online to make it easier for both customer and seller. To do online shopping is more convenient than traditional shopping because it takes less time and less energy. Customer do not have to walk around in mall or shopping store to choose some goods, they just have to choose it online on their phone and pay the total payment via bank or m-banking.

Even though the customer shop in Instagram less than once a month, it is still easier to put the advertisement on Instagram rather than other social media platforms. Many people use Instagram and it does not close the posibilities that the future costumer potential can be reach out via Instagram.

Table 4.2.2 Statement 5

Is Instagram Your Only Access To Online Shop?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	9	22.5	22.5	22.5
	No	22	55.0	55.0	77.5
	Yes	9	22.5	22.5	100.0
	Total	40	100.0	100.0	

Based on the table above, half of the respondent disagree that Instagram is their only access to shop only. There are still many other platforms for customer to shop online. Because of the growing use of internet provides a developing aspect for online shopping. Online shopping has become an advanced technology type of retail shopping. Online shopping is the process of buying goods and services from merchants who sell on the internet (Singh & Kashyap, 2007).

Online shopping has become a popular way for consumers. This innovative pattern of online shopping not only brings a great number and wide range of merchandise to consumers; it also offers a huge market and numerous selling opportunities. Instagram has become one of many platforms that provides online shopping that have mutual benefit between the seller and the buyer. Table 4.7 displays the percentages and frequencies of is Instagram only the respondent's access to online shop. As can be seen of the data, most of them (55%) disagree with this statement, they think that Instagram is not only access to do the online shopping. 22.5% of them or 9 people agree that Instagram is their only access to online shop. Nowadays, there is many platform for shopping, such as, Shopee, Tokopedia, JD ID, etc. Therefore, Instagram is not only an access for online shopping.

Is Instagram Your Only Access To Online Shop?
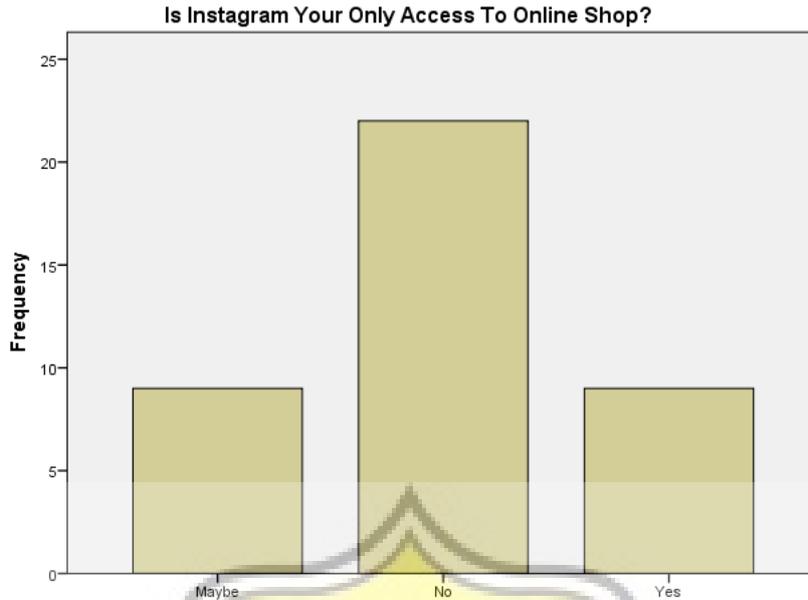
Statement 5, Figure 5

These days Instagram is not only access to online shop. There are still many other platforms to do the online shopping such as, Shopee, JD.ID, Tokopedia, Belibeli, etc. Even though many people use Instagram, it does not make Instagram become the only access to online shop.

Table 4.2.3 Statement 6

Do You Think Shopping Via Instagram Is Easier Than Any Other Online Platform?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	12	30.0	30.0	30.0
	No	8	20.0	20.0	50.0
	Yes	20	50.0	50.0	100.0
	Total	40	100.0	100.0	

According to Table 4.8 above, it can concluded that almost half of the respondents (50.0% or 20 people) agree with the statement that shopping via Instagram is easier than any other online platforms. Only 8 people (20.0%) out of 40 participants (100%) disagree with the statement. Meanwhile the rest of them (30.0%) not sure about the statement hence their answer is maybe. Instagram has been become the shopping tool since the application

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launched (Leeflang et al., 2012). Many people choose to use its platform because they can choose as many items as they want without difficulty. Brands can add one product with the caption and users can tap it to see more information, such as price. Instagram continued to make online shopping become more easier. People already use the platform to follow trends, and a greater focus on e-commerce could open up new revenue opportunities.

Table 4.2.4 Statement 7

If You Do Not Use Instagram As Your Platform For Shopping, Could You Please Say Why: (Please Tick One)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		6	15.0	15.0	15.0
	Didn't Know They Were There	10	25.0	25.0	40.0
	Don't Know How To	1	2.5	2.5	42.5
	Have Access Elsewhere	18	45.0	45.0	87.5
	No Interest/Use	2	5.0	5.0	92.5
	No-One To Help/Reluctant To Ask For Help	3	7.5	7.5	100.0
	Total	40	100.0	100.0	

Out of 40 participants, there are 18 people (45.0%) of the them who have access elsewhere if they do not use Instagram as their platform for shopping while there are 10 people (25.0%) did not know that they were several platform other that Instagram for shopping. The table shows that respondents and customers of *DomSportsWear* use Instagram as their platform to shop online. Thus, it gives a good chance for the online shop owners to increase the use of Instagram to sell their products.

Table 4.2.5 Statement 8

Shopping On The Internet (Instagram) Saves Time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	20	50.0	50.0	50.0
	Disagree	3	7.5	7.5	57.5
	Neutral	7	17.5	17.5	75.0
	Strongly Agree	9	22.5	22.5	97.5
	Strongly Disagree	1	2.5	2.5	100.0
	Total	40	100.0	100.0	

From the table above, half (50.0%) of the participants are agree with the statement that says shopping on the Internet (Instagram) saves time, while only 1 people (2.5%) stated that she strongly disagrees with the statement. This show how big their interest in instagram when they feel that instagram saves their time to shopping. This indicating that respondents have positive perception to instagram because it saves their time.

Table 4.2.6 Statement 9

There Is A Great Advantage To Be Able To Shop At Any Time Of The Day On The Instagram

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	24	60.0	60.0	60.0
	Disagree	1	2.5	2.5	62.5
	Neutral	9	22.5	22.5	85.0
	Strongly Agree	6	15.0	15.0	100.0
	Total	40	100.0	100.0	

Table 4.2.6 reflected that there is great advantage to be able to shop at any time of the day on the Instagram. There are many respondents who agreed (54.1%) and strongly agreed (24.7%) than those who disagreed (2.4%). It indicated the respondents positively perceive toward English language. Only 1 person (1.2%) out of the respondents indicated his

disagreement. From the number showed above, it indicates that respondent have positive

perception to instagram because when using instagram the are be able to shop every time.

4.3 Customer's Perception of English as Advertising and Instagram Language

Table 4.3.1 Statement 10

I Can Learn English Through Online Shop On Instagram By Reading Their Description And Caption Of Advertising

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	19	47.5	47.5	47.5
	Disagree	2	5.0	5.0	52.5
	Neutral	14	35.0	35.0	87.5
	Strongly Agree	4	10.0	10.0	97.5
	Strongly Disagree	1	2.5	2.5	100.0
	Total	40	100.0	100.0	

Table 4.12 above shows there half respondents said that they are can learn English

through online shop on Instagram by reading their description and caption of advertising.

There are 19 people (47.5%) who agreed and 4 people (10.0%) who strongly agreed, while

only 1 people (2.5%) who strongly disagreed towards the statement. This means that even

Instagram as a social media help the respodents to learn English language better. This

indicates that instagram account which used English languange help people to more attractive

in learning English language. This show that respondents have positive perception on

Instagram when using English language.

Table 4.3.2 Statement 11

I Think Instagram Assist English Learners To Learn English In Online Learning Environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	20	50.0	50.0	50.0
	Disagree	1	2.5	2.5	52.5
	Neutral	15	37.5	37.5	90.0
	Strongly Agree	3	7.5	7.5	97.5
	Strongly Disagree	1	2.5	2.5	100.0
	Total	40	100.0	100.0	

Table 4.13 above shows the frequencies and percentages of the impotance of Instagram that assist English learners to learn English in online learning environment. From the table above, there are more people who agreed (50.0%) than they are who disagreed (2.5%). Some of the chose neutral (37.5%) towards the statement. This precentages indicates that respondent positively perceive that English language used in instagram help them to learn English, this also indicates using English language as the main language in instagram assist they to learn English. This means they ate interested when online shop in instagram used English language as the language to promote and describe products..

Table 4.3.3 Statement 12

Instagram Makes Me More Interactive And Confident In Communicating With Others In English

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	2.5	2.5	2.5
	Agree	16	40.0	40.0	42.5
	Disgree	2	5.0	5.0	47.5
	Neutral	15	37.5	37.5	85.0
	Strongly Agree	5	12.5	12.5	97.5
	Strongly Disagree	1	2.5	2.5	100.0
	Total	40	100.0	100.0	

The table above shows the frequencies and percentages of their opinion that Instagram makes them more interactive and confident in communicating with others in English. There are some people who agreed (40.0%) and few people chose strongly agree (12.5%), but some of them chose neutral (37.5.0%) whether they become more interactive and confident or not. Only 2 who disagreed (11.8%) and strongly disagreed (2.5%) towards the statement tought that Instagram makes them more interactive and confident.

Instagram Makes Me More Interactive And Confident In Communicating With Others In English

Statement 12 Figure 6
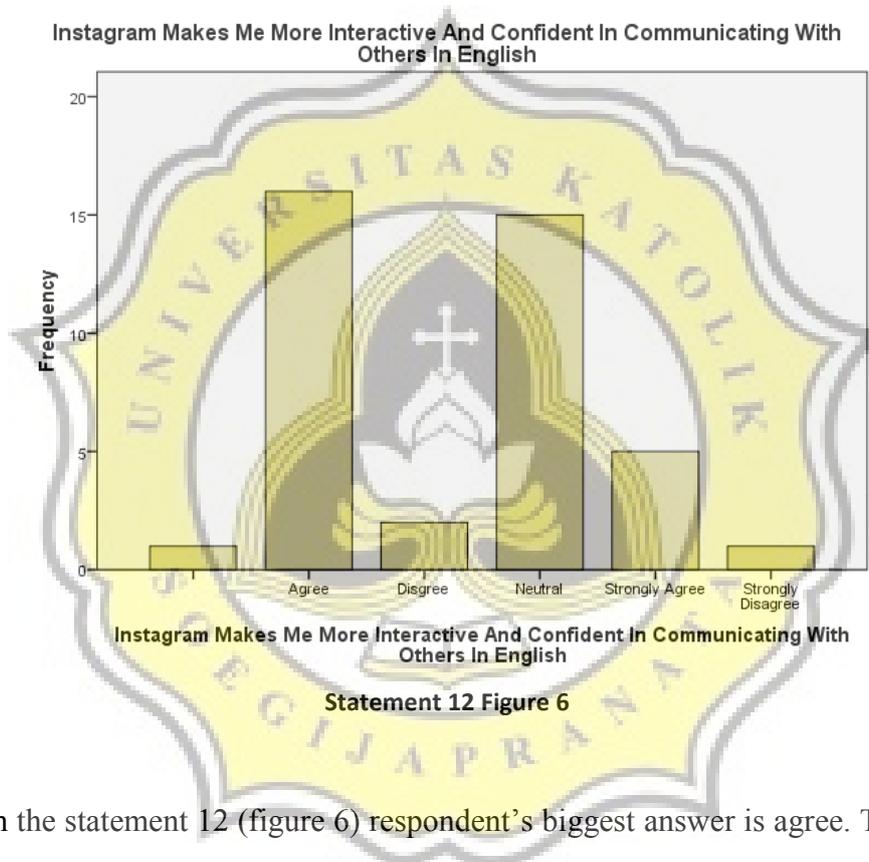
From the statement 12 (figure 6) respondent's biggest answer is agree. This show that instagram got positive perception when it used English because it makes them more interactive and confident in communicating with others. When English language used as the instagram language, it attract people, this could be the chance for online shop in instagram to used English language in their istagram because it got positive perception from respondents.

Table 4.3.4 Statement 13

It's Better For The Online Shopping Sellers To Use English Language As Their Profile Bio And Caption

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	15	3.,5	37.5	37.5
	Disgree	5	12.5	12.5	50.0
	Neutral	16	40.0	40.0	90.0
	Strongly Agree	4	10.0	10.0	100.0
	Total	40	100.0	100.0	

The Table 4.15 above shows most respondents chose neutral (40.0%) towards the statement and agree (37.5%) of the tought that it is better for the online shopping sellers to use English language as their profile bio and caption. However, some of them chose disagree (12.5%) towards the statement. It can be concluded that the data above shows that use English on their bio and caption in Instagram does take effects on the customers.

Statement 13 Figure 7

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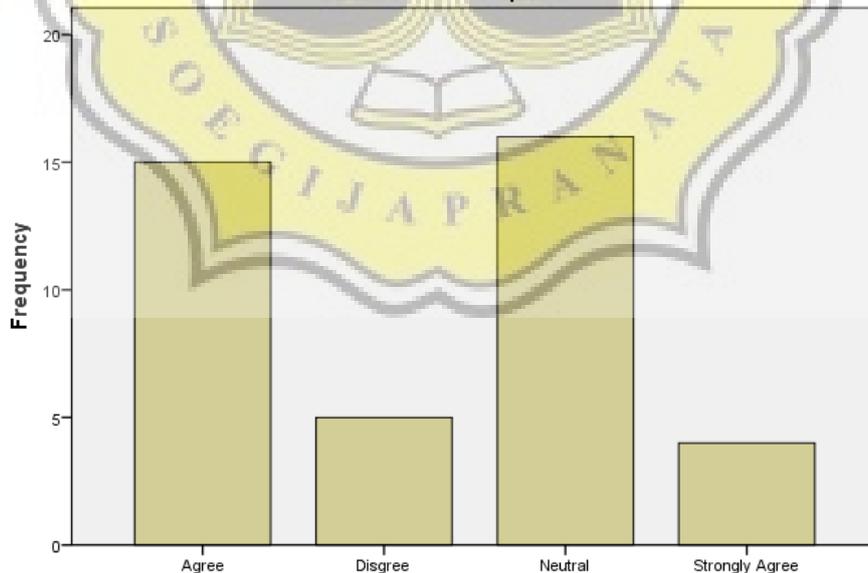
According to statement 13 (figure 7) the biggest precentage is neutral and followed by agree. This show that respondent perceive that seller who used English language as their profile bio and caption good. This indicates that respondents dont put their perception only by the caption and profile bio, but still used English language is good because the biggest precentage is neutral followed by agree.

Table 4.3.5 Statement 14

Online Shopping Will Eventually Demolish The Traditional Shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	16	40.0	40.0	40.0
	Disagree	5	12.5	12.5	52.5
	Neutral	13	32.5	32.5	85.0
	Strongly Agree	5	12.5	12.5	97.5
	Strongly Disagree	1	2.5	2.5	100.0
	Total	40	100.0	100.0	

Table 4.16 above reflected that online shopping will eventually demolish the traditional shopping. There are more people who agreed and strongly agreed (52.5%) than those who disagreed (14.5%). The rest of people choose neutral towards the statement. It can be assumed that online shopping will eventually demolish the traditional shopping. Thus, there is a big chance, for the online shopping to increase their selling. One of the ways is by advertising using English through Instagram.
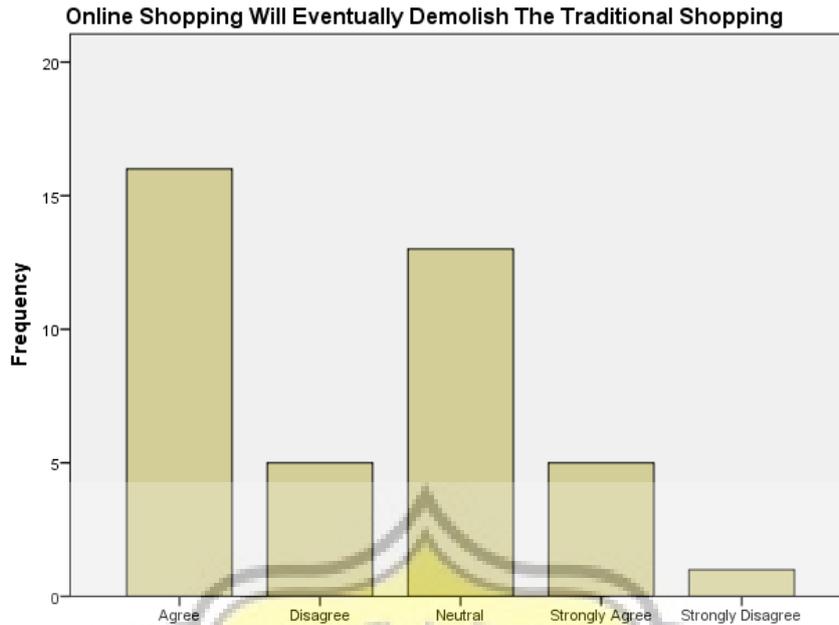
Online Shopping Will Eventually Demolish The Traditional Shopping

Statement 14 Figure 8

According to statement 14 (figure 8) most of respondents choose agree that online shopping will eventually demolish the traditional shopping. This indicates that online shopping has took the roles in people life, plus this modern era everyone looking for the faster, cheaper, and easiest way to ge a product, this could be the reason someday online shopping will demolish the traditional shopping for the example retailer.

Table 4.3.4 Statement 15

Online Shops On Instagram That Use English Language Even Though Theyare Based In Indonesia Are More Attractive And Fascinating Than Those That Use Indonesian Language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	18	45.0	45.0	45.0
	Disagree	5	12.5	12.5	57.5
	Neutral	13	32.5	32.5	90.0
	Strongly Agree	2	5.0	5.0	95.0
	Strongly Disagree	2	5.0	5.0	100.0
	Total	40	100.0	100.0	

Based on table 4.17 above, we can see that 18 respondents (45.0%) agreed and 2 of them (5.0%) strongly agreed to the statement. Only 2 people (5.0%) who strongly disagreed that online shops on Instagram that use English language even though they are based in Indonesia are more attractive and fascinating that those that use Indonesian language. These days using English language may show modernity but because we live in Indonesia and Indonesian language is our mother tongue, some people may prefer that online shop still uses Indonesian language on their Instagram account. The customers react more positively to this statement since the most of them agree with the use of English language on Indonesian online shop.
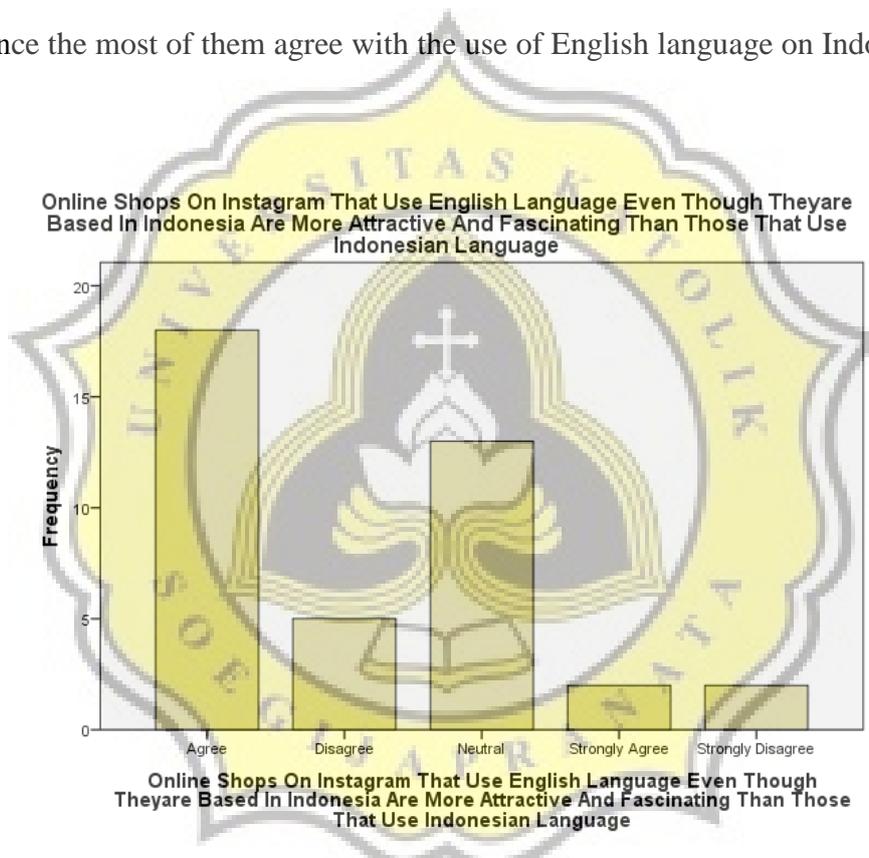
Statement 15 Figure 9

According to statement 15 (figure 9), respondent positively perceive that online shops on instagram that use English language even though they are in indonesia are more attractive and fascinating than tose that use Indonesian language. This indicate that English language again take the role in people life. Even when respondent are all Indonesian people, but they perceive that English language attractive and fascinating. This result could be a chance for

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the seller who wants to open an online shop in intagram using English language as their selling language. This probably could attract more customer to come and buy a product.

Table 4.3.5 Statement 16

Online Shops On Instagram Is So Much More Better Only If The Username Is In English Language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	12	30.0	30.0	30.0
	Disagree	9	22.5	22.5	52.5
	Neutral	16	40.0	40.0	92.5
	Strongly Agree	1	2.5	2.5	95.0
	Strongly Disagree	2	5.0	5.0	100.0
	Total	40	100.0	100.0	

Table 4.18 above displays the frequencies and percentages of the importance of online shops on Instagram is so much more better if only the username is in English language. Out of 40 respondents, there are 12 people who agreed (30.0%) and 1 people (2.5%) who strongly agreed of the statement. There is 16 people (40.0%) who chose neutral and 9 people (22.5%) who strongly disagreed of the statement. Only 1 of them who is strongly disagree (5.0%). Using English language as a username not only show modernity but it also shows prestige to some people because English language is International language. It suggests that the use of English language in Instagram does not have much effect on the customer of *DomSportsWear* but this still could be try by online shop in instagram to use English language as their online shop name considered that the English language attract people and more fascinating (statement 15).

Table 4.3.6 Statement 17

**Online Shops On Instagram With Only Small Number Of Followers Are Not Trustworthy**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	9	22.5	22.5	22.5
	Disagree	9	22.5	22.5	45.0
	Neutral	19	47.5	47.5	92.5
	Strongly Agree	2	5.0	5.0	97.5
	Strongly Disagree	1	2.5	2.5	100.0
	Total	40	100.0	100.0	

From the table above, there are only 10 people who chose disagree (22.5%) and strongly disagree (2.5%) towards the statement. Most of them are neutral (47.5%) and some of them are agree (16.5%) that online shops on Instagram with only small number of followers are not trustworthy. Only few of them who chose disagree (22.5%). This indicates the respondents positively perceive towards the statement. Small number of followers does not become a benchmark wheter those online shop are trustworthy or not. Meanwhile, the attitude of the seller, how they treated the buyers become the scale whether the shop is trustworthy or not. This is caused by online world is about digital, when buyers need to buy product they not meet directly with the sellers. This important to put good attitude to get customer's good perception because by their perception it take effect to their purchase decision.

Table 4.3.7 Statement 18

Online Shops On Instagram With Many Followers Is More Trustworthy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	2.5	2.5	2.5
	Agree	15	37.5	37.5	40.0
	Disagree	8	20.0	20.0	60.0
	Neutral	13	32.5	32.5	92.5
	Strongly Agree	2	5.0	5.0	97.5
	Strongly Disagree	1	2.5	2.5	100.0
	Total	40	100.0	100.0	

As already explained above only some people agree that online shops on Instagram with only small number of followers are not trustworthy. Table 4.20 shows that the respondents positively perceive the statement. It is proved almost all of the respondents agreed (54.1%) and strongly agreed (32.9%) of the statement. However, some of them chose neutral (10.6%), and the rest chose disagreed (1.2%) and strongly disagreed (1.2%) of the statement.

Online Shops On Instagram With Many Followers Is More Trustworthy
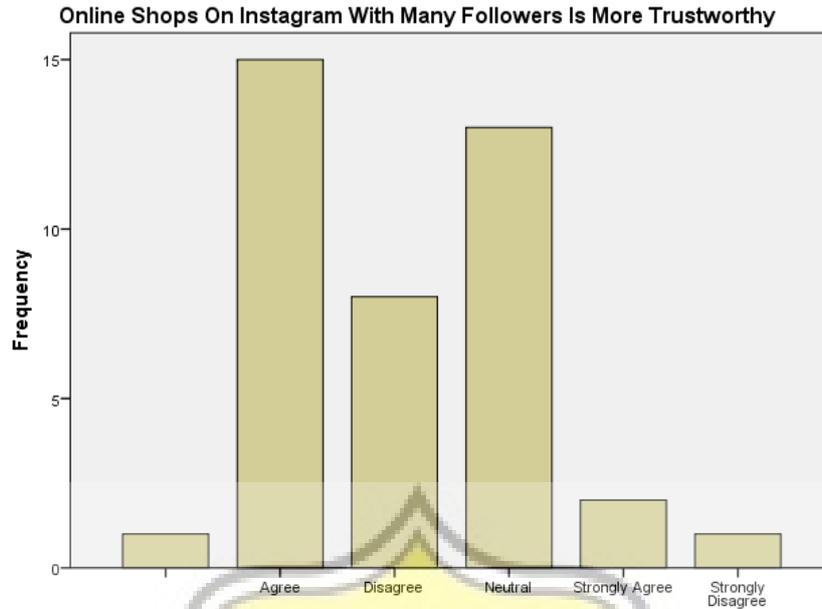
Online Shops On Instagram With Many Followers Is More Trustworthy

Statement 18 Figure 10

According to statement 18 (figure 10) most of respondents choose agree and followed by neutral to the statement that online shop in instagram with many followers is more trustwortthy. This indicates that people perception plays an important role to the online shop. Just by spotted at the amount of the followers, they were able to put their trust on the online shop.

Table 4.3.8 Statement 19

Selection Of Goods Available On Instagram Is Very Broad

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	17	42.5	42.5	42.5
	Disagree	1	2.5	2.5	45.0
	Neutral	17	42.5	42.5	87.5
	Strongly Agree	5	12.5	12.5	100.0
	Total	40	100.0	100.0	

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Here as we can see from the table above, the respondents positively perceive towards the statement. Most of the respondents are agreed (42.5%) and strongly agreed (12.5%) to the statement. However, there are 17 people (42.5%) who choose neutral towards the statement. Instagram makes it easier for both seller and buyer of online shopping because it serve the right way to communicate and Instagram also become one of the best platfroms to deliver the message. Instagram also has become a huge and diverse online community with unlimited marketing potential by their available of goods which is very broad. Used instagram as their shopping platform give them good perception. This indicated that opened an online shop at instagram shall gived oppurtunity in business.