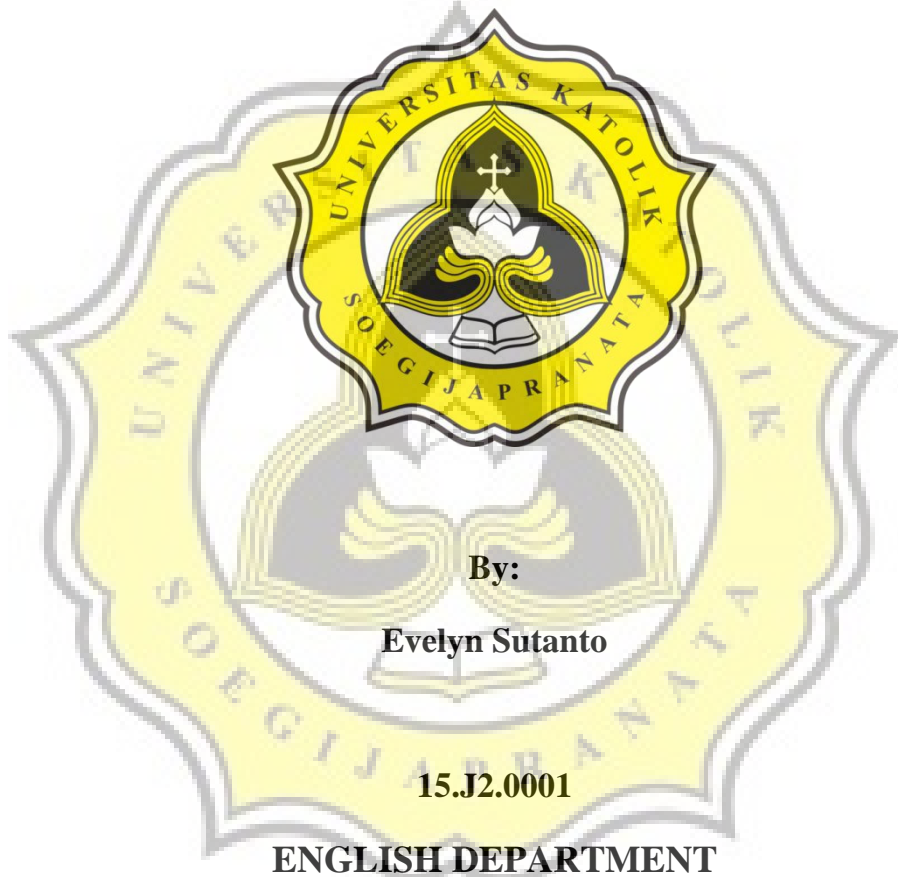


**FLA Students' Perception on the Use of *Instagram* to
Market Products**

**A Final Project Presented as Partial Fulfilment of the Requirements to
Obtain the Sarjana Sastra Degree in the English Department**



By:

Evelyn Sutanto

15.J2.0001

ENGLISH DEPARTMENT

FACULTY OF LANGUAGE AND ARTS

SOEGIJAPRANATA CATHOLIC UNIVERSITY

SEMARANG

2018

LAMPIRAN KEPUTUSAN REKTOR UNIVERSITAS KATOLIK
SOEGIJAPRANATA

Nomor : 0047/SK.Rek/X/2013
Tanggal : 7 Oktober 2013
Tentang : PERNYATAAN KEASLIAN SKRIPSI/ TUGAS AKHIR DAN
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Evelyn Sutanto

NIM: 15.J2.0001

A THESIS ON
FLA STUDENTS' PERCEPTION ON THE USE OF INSTAGRAM TO MARKET
PRODUCTS

By:

Evelyn Sutanto

15.J2.0001

Approved by,


Angelika Riyandari, Ph.D.

Major Sponsor

October 24th, 2018


Emilia Ninik Aydawati, S.P., M.Hum.

Co- Major Sponsor

October 24th, 2018

A thesis defended in front of the Board of Examiners on October 24th, 2018 and

declared acceptable

BOARD OF EXAMINERS

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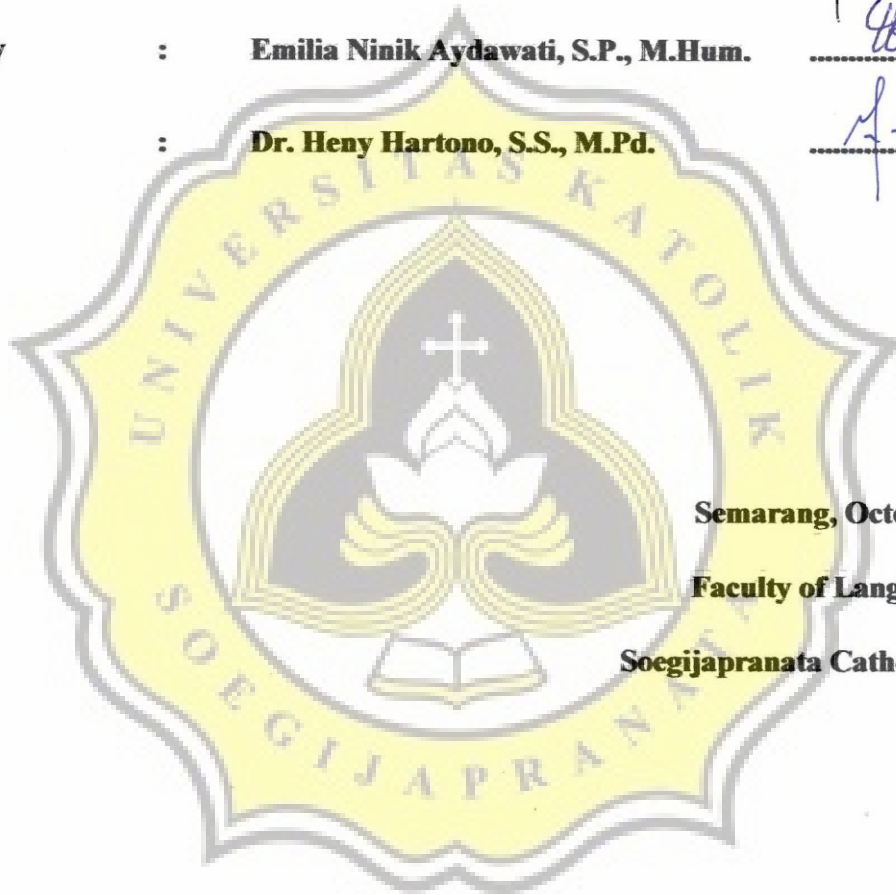
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Member : Dr. Heny Hartono, S.S., M.Pd.









Semarang, October 24th, 2018

Faculty of Language and Arts

Soegijapranata Catholic University

Dean,


B. Retang Wohangara, S.S., M.Hum.
NPP: 058.1.1999.230


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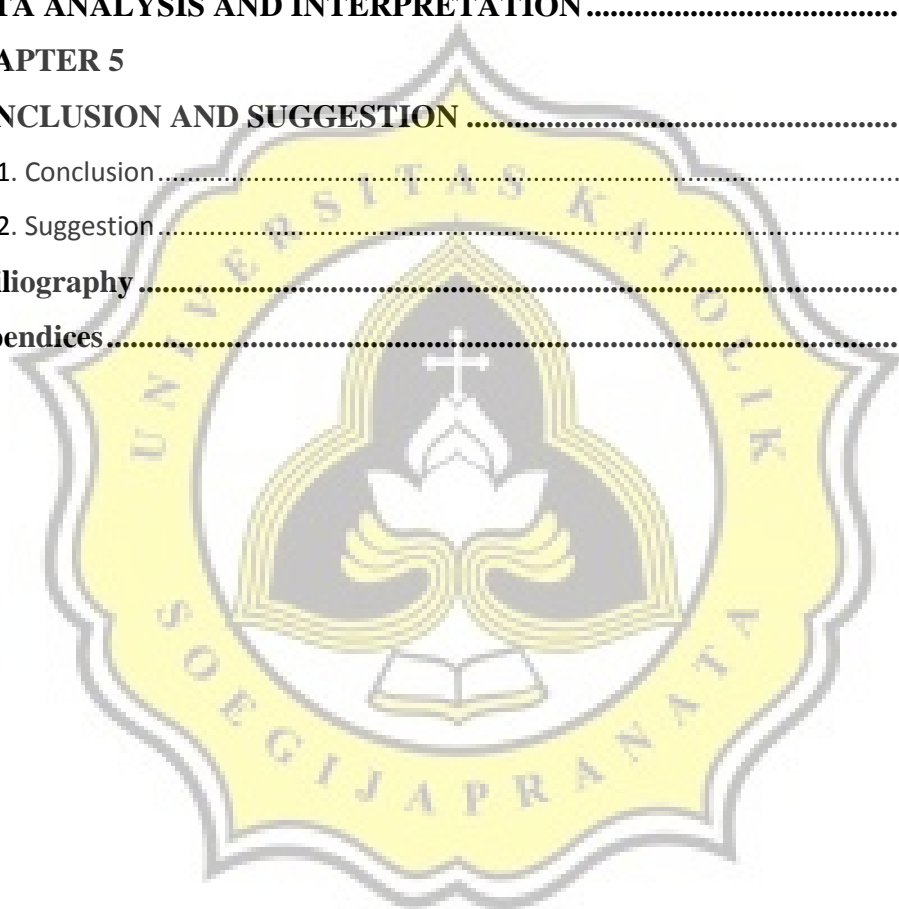
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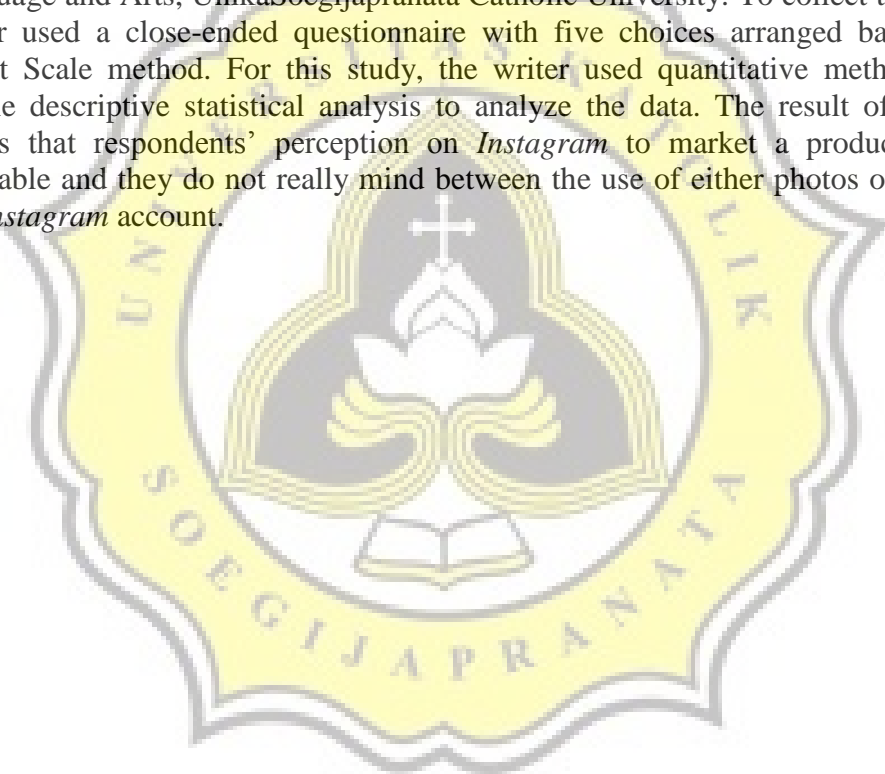
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ABSTRACT

In this modern era, there are a lot of media that people can use to market their product. One of the most modern ways to market a product is through social media. Social media like *Instagram* can be really advantageous in doing online marketing. The writer also has an online bookstore named “Wayfarer Bookstore” and uses *Instagram* as a media to promote her products that is why she wants to learn more about marketing using *Instagram*. The purpose of this study is to find out respondents’ perception on the use of *Instagram* to market a product and to find out respondents’ preference on the use of images and videos on the *Instagram* account. The writer decided to collect 30 respondents who are students from Faculty of Language and Arts, Unika Soegijapranata Catholic University. To collect the data, the writer used a close-ended questionnaire with five choices arranged based on the Likert Scale method. For this study, the writer used quantitative method using a simple descriptive statistical analysis to analyze the data. The result of this study shows that respondents’ perception on *Instagram* to market a product is really favorable and they do not really mind between the use of either photos or videos on the *Instagram* account.



ABSTRAK

Di era modern ini, ada banyak sekali media yang digunakan oleh manusia untuk memasarkan produk mereka. Salah satu cara paling modern untuk memasarkan sebuah produk adalah melalui media sosia. Media sosial seperti Instagram bisa sangat menguntungkan dalam melakukan marketing online. Penulis juga mempunyai toko buku online bernama “Wayfarer Bookstore” dan menggunakan Instagram sebagai media untuk mempromosikan produknya maka dari itu penulis ingin mempelajari lebih lagi tentang pemasaran produk melalui Instagram. Tujuan dri penelitian ini adalah untuk mengetahui persepsi responden terhadap penggunaan Instagram untuk memasarkan produk dan untuk mengetahui preferensi responden dalam penggunaan gambar dan video pada akun Instagram. Penulis mengumpulkan 30 orang responden yang merupakan murid dari Fakultas Bahasa dan Seni Universitas Katolik Soegijapranata. Untuk mengumpulkan data, penulis menggunakan kuesioner tertutup dengan 5 pilihan yang disusun sesuai dengan metode skala Likert. Pada penelitian ini, penulis menggunakan metode kuantitatif dengan deskripsi statistik sederhana untuk menganalisis data. Hasil dari penelitian ini menunjukkan bahwa presepsi responden terhadap marketing menggunakan Instagram sangatlah positif dan para responden tidak terlalu mementingkan preferensi dalam penggunaan gambar maupun video pada akun Instagram.

