

## CHAPTER I

### INTRODUCTION

#### 1.1. Background of the Study

In this era, social media has taken a major part of people's daily lives. There are so many social media that they can freely download into their smartphones and also use it for free. The freedom of using social media is only a small part of tons of advantages that people get when people use the social media. According to Brown (2012), "As the Internet became more and more robust and user friendly, and more and more people had faster connections to the Internet, the usage of online networks expanded". Therefore, the use of social media is also increasing.

Every social media has its own uses and advantages, for example people can use *whatsapp* if they want to talk to their friends in another part of the world without spend a fortune; use *facebook* to connect with their old friends, people can also get money from this social media called *Instagram*.

The writer is personally familiar with *Instagram*. As a person who is in her 20s, *Instagram* is part of the writer's daily life. The writer has been using *Instagram* since it first launched in 2010. Back then, *Instagram* was not really popular compared to *facebook* and it has limited features too. Like for instance, we could only share

photos and not videos. It also didn't have option to edit your photos instantly. However, as the number of users of *Instagram* is significantly increasing, "In particular, *Instagram* is currently one of the most popular PSS, with nearly 100 million users and more than 1 billion photos received, having every second a new user registered and 58 new photos uploaded" (Silva, Melo, & Almeida). *Instagram* is making some major improvements and keep adding special and unique features until now.

"*Instagram* is a relatively new form of communication where users can easily share their updates by taking photos and tweaking them using filters" (Hu, Manikonda, & Kambhampati, 2014). Nevertheless, due to the major improvement through the years; now in 2018, the users of *Instagram* can also share videos in their account. *Instagram* also provides a feature called '*snagram*' to share videos or pictures and keep them for 24 hours. Another feature that is provided by *Instagram* is "*go live*" which you can start a live video and other people can watch it.

In the writer's personal opinion those features that are provided by *Instagram* makes *Instagram* one of the most advantageous social media that ever created. People could get tons of advantages in so many fields. In business field, for instance, the use of *Instagram* in marketing is really promising since people can easily engage our customers with pictures or videos that we upload. As Miles (2014)says "We might not know our customers, but if we share their interests, then we have an opportunity to engage with them. We just have to think about the content that we are going to

upload so that we can meet our customers' interests and we can just easily obtain that opportunity". Therefore, people should see this as a business opportunity.

In the past four months, the writer has been trying to acquire the opportunity by using *Instagram* as a tool to sell imported books. The main reason the writer chooses to use *Instagram* as her marketing tool because as Kennedy(2016) says we will see the possibility of more people to reach us out just by making our presence felt on their sites. Therefore, the writer concludes that it is easier to gain recognition from the target customers. Owing to the fact that *Wayfarer Bookstore* is considered a brand new business that sells imported books, it is really crucial to get recognition from people and it is actually works. The writers received some comments and messages from a few potential customers asking about the price of the product, how to order and get the books since we promote the product through *Instagram*.

The use of internet especially website to promote a product had been studied by Jonathan(2017). He found that in promoting and expressing business, advertisement, educational institution, and also products and services website is becoming the most popular ways to handle those things. He also said that "Nowadays everyone and every place has equipped with many gadget and devices. Many people now are moving on to the digital era". Therefore, marketing through internet is considered one of the most effective ways to promote a product.

The writer decides to come up with *Wayfarer Bookstore*, a business that sells imported books because many people do not realize how important reading imported

books can be. “Most acquirers are simply not aware of how powerful reading can be in improving second language competence.” (Kim & Krasen, 1997). The writer hopes that Wayfarer Bookstore can make it easier for the customers to access imported books and will increase the number of people who are aware of how powerful reading can be.

The reason why the writer will conduct this research is to discover students’ perception of the use of *Instagram* to market products. The writer has made an *Instagram* account with username *Wayfarer Bookstore* to collect the data.

## **1.2. Field of the Study**

The field of the study is pop culture especially social media, which relates to entrepreneurship.

## **1.3. Scope of the Study**

This research focuses on respondents’ perception of the use of *Instagram* in promoting imported books and which content is more interesting for the students to see. The researcher conducted this study based on an *Instagram* account made by the researcher.

#### **1.4. Problem Formulation**

The researcher formulates a problem as follows:

What is the FLA Students' perception of the use of *Instagram* to market products?

#### **1.5. Objective of the Study**

Regarding to the problems mentioned, this research is conducted to achieve the following objective:

To find out what is the FLA Students' perception of the use of *Instagram* to market products.

#### **1.6. Significance of the Study**

The importance of conducting this study is to find out FLA students' perception on the use of *Instagram* to market products. Therefore, this study may be used as a reference for both the writer and business owners. The result of this study is expected to enrich the knowledge and understanding on FLA students' perception on the use of *Instagram* to market products. For the business owners, they may be able to realize the advantage of using *Instagram* as a media to promote their business as a product of popular culture. This study is also expected

to support students in Englishpreneurship department who want to promote their business through *Instagram*.

## 1.7. Definition of Terms

### 1. Social media

According to Mayfield (2008), Social Media is a group of new kinds of online media, which share most the following characteristic: participations, openness, conversation, community, and connectedness. Furthermore, Dijck & Poell (2013) stated over the past decade, social media platforms have penetrated deeply into the mechanics of everyday life, affecting people's informal interactions, as well as institutional structures and professional routines.

### 2. Instagram

It is social media that allows the users to share their pictures or videos to their followers. *Instagram* exhibits a mixture of features including social structure, social tagging and media sharing. According to Ferrara, Interdonato, & Tagarelli (2014) *Instagram* is also known as a network of social interactions among users models various dynamics including follower/followee relations and users' communication by means of posts/comments.

### 3. Imported books

Based on Oxford Dictionary (2018), imported has a meaning goods or services that are brought into a country from abroad for sale. Therefore, imported books are books that are from abroad and are brought into the country for sale. In this case, the prices of the books are higher than regular books.

### 4. Perception

Unumeri(2009) stated that perception is an interactionist process. That is, during the process of perception, data is gathered through the process of social interaction with people or human beings. Perception involves the formation of opinions about people or groups of people based on social relationships, interviews or observations.

